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The Promise of the Seed

EARTH is not everywhere so kind that "to tickle her with a hoe is to make her laugh with a harvest." There are hours of happy planning and a full share of muscles healthily hoe-weary before any gardener can persuade the dark brown soil to yield flowers along the border and vegetables for the table.

But in the ultimate success of the garden the seeds themselves are of vastly greater importance than the shape of the hoe or the plan of the beds. The seed must keep its promise!

Here is the kernel of the appeal in the advertising of our clients, D. M. Ferry & Co., Detroit, Michigan. The joys of gardening are there, the rich satisfaction and the profit of fresh, crisp, sweet, juicy vegetables ten minutes from Mother Earth. But above all is the urge for seeds that do not four-flush, seeds that grow strong and true because they are bred from sound, true ancestors of Ferry lineage.

Seed time means Ferry time, harvest time means the keeping of the Ferry promise on countless thousands of laughing acres the nation over!

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

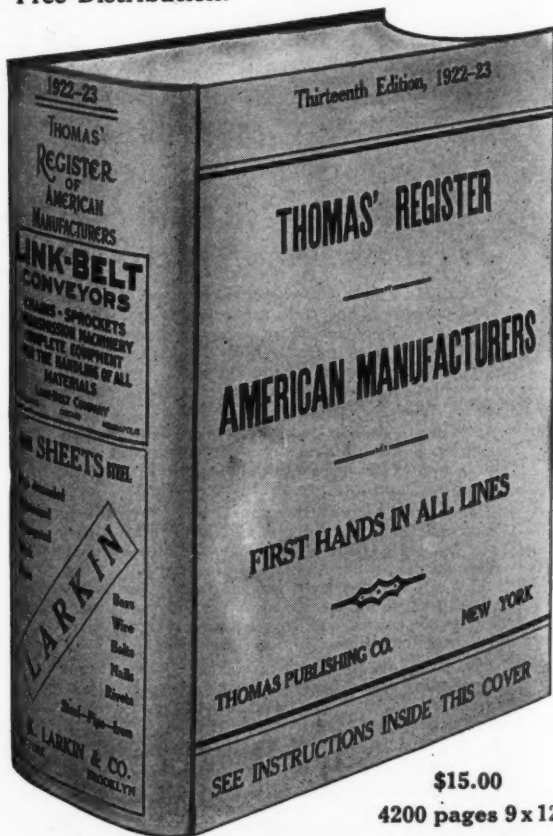
PHILADELPHIA

CLEVELAND
CHICAGO



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VOL. CXXII

NEW YORK, MARCH 22, 1923

No. 19

A Far-Visioned Advertiser Creates Fashions in Glasses

How the Shur-on Optical Company of Rochester, N. Y., Took a Seemingly Prosaic Commercial Article and Put It in the Range of Modern Fashions

By Edward Hungerford

FOR a quarter of a century it has been recognized that the dominating sex must commence to wear straw hats in February and velvet ones in August. There is a reason for this. Hard commercial practice of recent years has decreed that a seasonal or cycle demand must be created for manufactured products, especially for clothing. It was modern commercial practice that said distinct styles in shoes must be definitely recognized, and milady, who formerly was quite content with three or four pairs of more or less practical foot-covering, found that she must have all the way from twelve to twenty pairs—or even more. In a similar way styles or cycles in house furnishings have been created—even in house architecture itself—and in furniture. Try today to buy a ready-made piece in red mahogany in the average store. It cannot be done. You will have to take brown mahogany. It is "the thing" today. The salesman will politely inform you to that effect.

The automobile trade was built up to vast dimensions very largely upon the style idea. A distinct impression was created in the minds of the more prosperous class of motor-car buyers that it was rather bad form to be seen with a car more than one year—or at least two years—old. As a result of which many automobiles

were discarded by their original buyers while they still were highly efficient machines.

It has remained for a concern in Rochester, N. Y., to formulate style in eyeglasses—and in spectacles. (The creation of the idea, itself, may not be so definitely placed.) And this was done through the use of advertising to register far and wide the impression that one pair of "cheaters" is not sufficient for the average well-dressed woman—or even for the average well-dressed man, who upon the whole is supposed to have rather a contempt for fashions of any sort. This was not an easy task. The tendency of the average eyeglass wearer was to let well enough alone; to wear a pair of nose-glasses or of spectacles that seemed to suit him and to stand by these; save for an occasional visit to the optician to repair accidental breakage, he became to a large degree unconscious of his ownership of them. Few, indeed, are the people, aside from the small proportion dependent upon rather complicated lenses, who have gone to any such wild extravagance as the possession of a duplicate pair of glasses. And even these were apt to have their duplicates in every detail of frame and the like precisely like their originals.

The rapid development of outdoor sports in America, together

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with motoring, have been in part responsible for the birth of the "style-in-glasses" idea. Constant wearers of nose-glasses engaged in any fairly violent form of exercise found that their artificial vision was not always perfectly secure. Ergo; buy a pair of spec-

enterprise known as E. Kirstein & Company, which, although under another name still maintains its highly successful corporate existence.

The new business was born in a favorable atmosphere. Rochester, even then, was showing the promise, which more latterly she has fulfilled, of becoming the optical centre of America. In a small shop in the ancient Arcade of that city a man, J. J. Bausch, had set up—in 1851—the first shop actually to grind spectacle lenses in the United States. And Eduard Kirstein, a few years later, would fill his valise with spectacles and frames bought from Bausch and his partner Lomb, in Rochester, and travel eastward, selling his stock outright to jewelers in all the towns and cities—in those days there were no opticians—all the way to Albany and Boston. At the far end of the trip he would go to Southbridge, Mass., where there already was an enterprising spectacle factory, and there he would refill his valise before proceeding

west again. By the time he reached Rochester he was ready once more to restock. In this patient way he journeyed back and forth, selling a little more each year, saving a little more, and coming more and more to detest the hard life of a salesman.

E. Kirstein & Company prospered—from the outset. At the beginning it was a tiny affair—in the back room of a small house in Rome Street, Rochester, with Kirstein not only as its president and sales force, but the entire working force as well. However, two boys were coming on—his sons,



Spectacles or eyeglasses — Shur-ons are in happy accord with face costume and occasion

Correct Shur-on glasses often hold the secret of the costume that is unquestionably a triumph. In happy accord with face, costume and occasion, they possess the essence of modishness.

The optical specialist who has your interests at heart will be glad to fit you

with Shur-on spectacles and eye-glasses. In Shur-on you get quality beyond question and scientific precision—the result of more than fifty years of optical, manufacturing experience.

The name "Shur-on" is stamped on the inside. Look for it when you buy.

SHUR-ON OPTICAL CO., Inc., Rochester, N. Y.
Established 1788

Shur-on SPECTACLES & EYEGLASSES

COPY SUCH AS THIS IS REGULARLY VISUALIZING THE
STORY OF "STYLE IN GLASSES"

tacles. Motorists not only wanted their glasses—against the wind and sun—wanted them secure—but generally desired some tint in the lens itself as a further protection to the eye. Ergo, once again; buy a pair of goggles.

The rest of the responsibility for the birth of the "style-in-glasses" idea rests with the Rochester concern—the Shur-on Optical Company. It is not a new organization. Its beginnings go away back to 1864 when Eduard Kirstein, a resident of that city, tired of life upon the road as a traveling salesman, started a small business

For sports seasons,
all-Shur-on Shur-on
spectacles are sport
and comfortable. Ask
for style 1234.

There's a clear
view about Shur-on
Shur-on colored eye-
glasses were with
efficiency or sport-
ing costume. Ask
for style 5678.

Henry and Louis. Today they form a substantial part of the backbone of the company. For a short time the tiny factory remained in the Rome Street house; in four or five years, the boys having come into the organization, it was moved into a single room of a downtown office building. There was but one desk in that office; and that battered desk still is cherished as one of the priceless relics of the business. In ten years the concern was in far larger quarters; in another ten, a third expansion came. And ten years ago it moved into its own new building in Rochester, which since that time has been greatly expanded to meet the steadily growing necessities of the business.

For many years the Kirsteins were jobbers of all sorts of optical supplies. Gradually, however, they began specializing in the ophthalmic branches of the trade—eyeglasses and spectacles and their lenses, and testing fitting devices of nearly every sort. Ten years ago, when first they moved into their own home, they began manufacturing upon a sizable scale spectacles and eyeglass cases; the outgrowth of a business bought from a Boston optician. Three years later they purchased the Rochester Spectacle Company, and began the manufacture of every form of spectacle and eyeglass frame and appurtenance.

Advertising for this concern began in 1901. It did not splurge. On the contrary it moved with a great deal of conservatism, for years limiting its copy to the trade-papers and wording its advertisements generally in most conventional form. Eventually the introduction of a patented form of extra-secure nose-piece for nose-glasses—which it promptly proceeded to name "Shur-on"—gave it a special peg upon which to hang distinctive copy. And so well was this advertising accomplished that within a comparatively short time practically every finger-piece clip for nose-glasses in the land was instinctively known as "Shur-on" whether it was made

by the Kirsteins, or by some one of their energetic competitors.

It was not until a year ago last September, however, that the remarkable "style-in-glasses" campaign—the natural outcome, as we have just seen, of changed conditions in American life—began. For three or four years previous to that time the Shur-on company had been content merely to stress the idea of the conservation of vision. It went at this large phase of the problem in a very large way. It not only bought generous advertising space in recognized mediums, but it also issued display cards to its customers which in turn would be of great help to them in developing their own business.

A typical card of this sort is before me as these paragraphs are being written. It reads:

Working with weak eyes is like working in the dark—bad for you and your income. Have your eyes examined.

Another reads this way:

You can guess about your eyesight or you can forget it. Wise people do neither—they have their eyes examined and *know* they're right.

All of this—and more too—was foundation work. Yet it was but the beginning. The development of a brand new idea really began when the "style-in-glasses" campaign was inaugurated. Space was taken in national magazines, and monthly copy prepared, which invariably was headed by the portrait of a person, or a group of three persons. The attractive motion-picture star, Miss May McAvoy, posed for one of the first of these advertisements—with a pair of shell spectacles set upon her pretty nose. A vivid ocular demonstration that a woman's beauty is not disturbed by spectacles. Before the Shur-on people are done they probably will succeed in convincing the sex feminine that eyeglasses actually enhance physical attractiveness. After which there should be a tidal rush toward the opticians all the way across the land.

At the present time they are
(Continued on page 177)

SHE IS THE SALT OF THE EARTH



The Mark-down Sale

A CIRCULATION IS LIKE A SALE. If it is a circulation gathered by special rates, clubbing offers, etc., it is a mark-down sale. If it is a clean, paid-in-advance circulation, it is *a regular sale of regular values.*

Now, at which sale do you want *your* goods sold?

Over a million women pay for Needlecraft Magazine in advance—no clubs, no bargain rates, no arrearages. They buy it because they want it and they, therefore, put more trust in it and the advertising it carries.

This is undoubtedly why the results received from Needlecraft Magazine invariably run ahead of the field and why it will prove a profitable medium for you to use.

NEEDLECRAFT

M A G A Z I N E

*-reaches the home
where value is known*

How to Teach Proper Turnover Methods to the Dealer

Simple Enough If the Proposition Is Approached without Fear of Figures

G. I. SELLERS & SONS COMPANY

ELWOOD, IND.

Editor of PRINTERS' INK:

Frequently in talking to our customers and to our salesmen I find cause to refer to the subject of turnover. There is a great difference of opinion as to the exact method of computing turnover. A retailer invests \$4,000, let us say, in a certain line of goods and his gross sales during the year on those goods amount to \$28,000. A great many people say that he thereby would turn his stock seven times. This is wrong, of course, but sometimes I wish I could have at hand some clearly written, compact matter with which to answer it. Can you tell me where I can get such matter? Or, better yet, why not treat the subject briefly in *PRINTERS' INK*? I think it will interest many more concerns besides ours.

G. I. SELLERS & SONS COMPANY,

O. P. PERKINS,

Vice-President.

A DEALER doing a gross business of \$28,000 in a certain department on an initial investment of \$4,000 *does not* turn his stock seven times. Those who say otherwise reach the conclusion by dividing the stock at *cost* into the total sales at *retail* which is entirely wrong.

It would be just as reasonable to say that if a man bought a thing for \$1.00 and sold it for \$1.50 he would be turning the item one and one-half times.

It is impossible accurately to compute the number of turns by dividing a dealer's inventory figures into the gross sales because these represent two entirely different things. The inventory means the *cost* of the goods. The gross sales figures represent what a man *gets* for his goods.

In getting at the correct number of turns made by a store or department it is necessary first to subtract the gross profit from the gross sales made during the period for which the turnover is to be computed. Into the resulting figure should be divided the average amount of stock that has been carried in the store or department during that period.

Let us see how the example submitted by Mr. Perkins figures out according to this rule:

The gross sales in this case amounted to \$28,000. Suppose the dealer's average gross profit in that department was 30 per cent. Thirty per cent of \$28,000 is \$8,400. This leaves \$19,600 as the approximate cost of the stock sold during the year for \$28,000.

The average investment during the year being \$4,000 and the cost of the stock sold being \$19,600, the number of times the stock turned is found by dividing \$4,000 into \$19,600—a little less than five times.

The whole matter of figuring profits and turnover is really a simple thing. It has been made difficult by the formidable way in which it has been presented. The average man is afraid of figures anyway.

SALES EXPENSE MUST BE KNOWN FIRST OF ALL

Numerous manufacturers and others interested in setting the retailer right in such essential features as this have found that the average retailer does not figure his profits correctly for the reason that he does not know accurately how much it costs him to sell his goods. This is as simple as the rule for computing turnover. All he has to do in this case is to divide his gross expenses by his gross sales. His sales during the year in a certain department, let us say, are \$30,000 and his expenses for the same time are \$5,870. The sales figure divided into \$5,870 gives about 19½ per cent. His percentage of expenses during the year is 19½ per cent on sales.

It is encouraging to note the constructive methods used by various dealers' service departments in building up the retailer along these lines. It is something that is almost universally needed.

Every National advertiser, and every advertising agent, knows that the 20 cent flat rate of the Brooklyn Standard Union is not only the rate he pays, but it is the rate everyone pays.

A. G. R. Thurston

Yeast as a Food for Animals Given Impetus on the Farm

The Fleischmann Company Enters a New Field to Sell Yeast as a "Vitalizer" for Poultry

By Roy Dickinson

SOMETIMES an entirely different class of customer from that intended by the manufacturer starts using his product and builds unexpected sales. A manufacturer with a product sold to one sex

One of the most curious examples of this trend is when man starts using a product originally intended for animals. Today on the shelves of many a barber shop

Glover's Mange Cure appears, with its original customers, the horse and dog, in bold relief on the label. Some pioneer who decided to give his own falling hair as good an opportunity to stay in as his Irish setter's coat, tried the product for a new use and there was a new sales outlet ready, made by an unexpected customer.

Moving the product up a peg from animals to humans has made many a manufacturer's sales increase tremendously.

The reverse English on this trend is unusual, indeed, but it has recently inspired an advertising campaign designed to add animals to the human beings who, up to this time, have been the sole consumers of Fleischmann's Yeast.

The product, it is true, is not the same as the familiar yeast wrapped in tinfoil, made so well known

by advertising, but a dry yeast especially prepared for stock and poultry. But the two-and-one-half pound tin can bears the familiar yellow Fleischmann label, and in advertising it the company ties up with its previous copy. "For several years," the copy



A new way of feeding is surprising the world's largest poultry raisers

Remarkable results are being observed in feeding yeast to poultry

Greater egg fertility and hatchability—increased vitality and virility in laying stock—low mortality among chicks.

THESE are the surprising results obtained by some of the world's largest hatcheries—and by other raisers in many parts of the country—in feeding Fleischmann's Pure Dry Yeast to poultry.

For several years the world has known of the wonderful value of Fleischmann's Yeast for man. And now, after many experiments, the Fleischmann Company has developed a dry yeast for stock and poultry. Here, briefly, are some of the results:

A test in one of the world's largest hatcheries showed an increase of 37% in fertility. Only 5% of eggs from yeast-fed hens were infertile, as against 20% of eggs from non-yeast-fed hens.

The chicks in this test received Fleischmann's Pure Dry Yeast and were sustained in seven weeks, averaging 144 pounds each.

The loss in one of the recent tests was 93 to a hatch of non-yeast-fed chickens, and only 30 for the chicks fed on Fleischmann's Pure Dry Yeast—a saving of 34 chicks.

In one flock fed on Fleischmann's Pure Dry Yeast, whose age at present ranges from 2 to 3 weeks, the loss has been only 145 out of 6000—less than 2%.

Further tests are being conducted. We shall get the full details from time to time. But we want you to try Fleischmann's Pure Dry Yeast yourself now—to prove for yourself its unique value to your poultry yard.

We are prepared to make immediate deliveries of Fleischmann's Pure Dry Yeast in 5% pound cans, direct to you. One can should demonstrate its power in securing more fertile eggs, with fewer chicks dying in the shell—stronger, more vigorous chicks—and faster-growing, healthier birds. With each can we will send a booklet containing complete instructions for the care and feeding of chicks and laying hens.

Put a \$2 bill or money order in the coupon below and mail it today! It will bring you a big 5½ pound can of Fleischmann's Pure Dry Yeast—enough to feed 25 birds for nearly 6 months. We pay the postage.



Bring rapid response to your poultry. We pay the postage of all orders.



One tin of yeast will feed 25 birds for 6 months. Each tin contains a booklet of instructions for the care and feeding of chicks and laying hens.

Write to the distributor nearest you.

100 West 42nd Street, New York City.

Enclosed find \$2.00. Please send me a 5½ pound can of Fleischmann's Pure Dry Yeast to prepare poultry.

Name and address _____
City _____ State _____

HOW THE NEWS OF THE NEW PRODUCT IS BEING TOLD TO POULTRY PRODUCERS

only has often found that a slight change will make it popular with the other. Tractors for the farm have found a place on the docks hauling merchandise. Linoleum started in the kitchen, but advertising has given it floors to cover in other rooms of the house.

Selling to Every Member of the Family at One Time

Most everything in the home is used by and plays a part in the life of every member of the family. Are you reaching all the family or only one member?

If you talk to only one person at a time and fail to interest him, you lose a sale. If you can talk to the whole family at once you have five chances to interest some one, and therefore five chances to make a sale through a single talk.

The Youth's Companion

will tell your story to every member of the family at one time, as it is edited for and read by every one of them.



The Youth's Companion *For All the Family*

Boston, Massachusetts

New York Office:
1701 Flatiron Building

Chicago Office:
122 So. Michigan Blvd.

states, "the world has known of the wonderful value of Fleischmann's yeast for man. And now, after many experiments, the Fleischmann Company has developed a dry yeast for stock and poultry."

The results of some of the experiments which lasted over two years are announced in the advertising. The copy states, "A test in one of the world's largest hatcheries showed an increase of 23 per cent in fertility. Only 5 per cent of eggs from yeast-fed hens were infertile, as against 28 per cent of eggs from non-yeast-fed hens. The chicks in this lot received Fleischmann's Pure Dry Yeast and were marketed in seven weeks, averaging one and three-quarter pounds each."

Greater egg fertility and hatchability, increased vitality and virility in laying stock, and less mortality among chicks are the results claimed for dry yeast when it is mixed in proper proportions with the usual feed. At the present time the product is being sold only in the two-and-a-half pound tin direct by mail to the consumer. A booklet containing complete instructions for the care and feeding of chicks and laying hens is sent with each can. The cost of the package, two dollars, is advertised as two cents a tablespoonful, which is the unit for feeding—one tablespoon a day to every ten hens or fifty chicks.

The one unit package in which the product is sold is the result of experiments among the new chicken consumers. Food manufacturers have often found it necessary to change the size of their package. If investigations among consumers indicated that their product was used by an average family of four, each one of whom ate two articles, they would change from fourteen units to eight, so that none was left over for possible spoilage. In just this manner the Fleischmann Company places its advertising behind a package which contains exactly 117 tablespoonfuls or enough dry yeast to feed ten hens or fifty baby chicks one tablespoonful daily for four months. The

Fleischmann Company has long been known as an organization that is continually searching out new markets for its various products. In every case this forward looking attitude has resulted in an advertising campaign to familiarize consumers with the results of the company's experiments and tests.

This new product, prepared especially for the new use resulting from the company's experiments, is for the present being advertised in a list of poultry papers, State farm journals in the grain belts, and poultry sections of a list of newspapers.

C. B. Van Tassel Publisher of "Asia"

C. B. Van Tassel, who has been business manager of *Harper's Bazar* for the last eight years, has become publisher of *Asia*, New York. Before joining *Harper's Bazar*, Mr. Van Tassel had been Eastern manager of *Vogue* and *Vanity Fair*, published by The Nast Publications, with which organization he had been for five years.

Louis D. Froelich, who was publisher of *Asia*, is now editor.

G. D. Buckley, Publisher, Chicago "Herald and Examiner"

George D. Buckley, formerly president of the Crowell Publishing Company, New York, has been appointed publisher of the Chicago *Herald and Examiner*. He succeeds George Wheeler Hinman as president and director of the Illinois Publishing and Printing Company, publisher of the *Herald and Examiner*, who resigned recently.

AnSCO Account with Doremus & Company

The AnSCO Company, of Binghamton, N. Y., maker of AnSCO cameras and Speedex films, has placed its advertising account with Doremus & Company, Inc., New York advertising agency.

"Muriel" Cigar Account for Blackman Agency

The cigar department of P. Lorillard Co., New York, has placed the advertising of "Muriel" and "The New Currency" cigars in the hands of The Blackman Company.

The Tailored Woman, Inc., New York, women's clothing, has placed its account with Stanley Gunnison, Inc., advertising agency of that city.



The Promotion Dep't

of The Buffalo Evening TIMES, and its publication The Connecting Link, is rendering more and better co-operation to National Advertisers than any other Buffalo newspaper.

THE BUFFALO EVENING TIMES NOW HAS

Over 90,000 Daily

65,000 of which is in the City of Buffalo alone, and a LARGER CIRCULATION IN THE PRINCIPAL CITIES and TOWNS surrounding Buffalo than any other Buffalo daily newspaper.

For national advertisers this means concentrated circulation where they have the greatest distribution.

The BUFFALO TIMES, Inc.

NORMAN E. MACK - - - - - President and Editor

New York
Chicago

NATIONAL REPRESENTATIVE
VERREE & CONKLIN, INC.

Detroit
San Francisco

Laugh with Uncle Henry

LAUGHTER kills more false notions and shrivels up more bunk than all the earnest argument and heavy oratory in the world. Every week in Collier's Uncle Henry's genial satire helps you to clarify your opinions on serious questions and serious people.

Senator Borah, speaking from experience, says: "Even when Uncle Henry's articles poke fun at one, he must still enjoy them." Irvin S. Cobb hails Uncle Henry as one of our master satirists. "I meet him weekly," he writes, "and weekly I applaud what he says and the fashion in which he says it."

In this week's Collier's, writing on "A Patriot Must Have His Pork; or, What Happened to Baby Budget," Uncle Henry says:

"No matter how a congressman votes on prohibition, he's a 'wet' when it comes to Rivers and Harbors, for every one of 'em has some sort of a stream in his district, or, at least, a suitable site for one. A great many people, I know, insist that it's nothin' but graft—but while I admit this as

a compellin' motive, sentiment also plays a part. Consider the feelin's of a congressman out in Nebraska as he sits beside the Platte an' watches ducks fly over it without even hesitatin'. A river that he's known from a boy, an' fallen so low that even teal ignore it!"

Collier's is edited not to make up people's minds, but to shake up people's minds; to help mould the active public opinion which will make America a better place to live in. Uncle Henry's penetrating humor has a place in such a program. Our problems are less formidable if we can laugh at them while we solve them.

In more than a million homes Collier's is read by intelligent men and women whose minds are open, alert and working. They provide the most responsive market an advertiser of good goods can reach.

Collier's

THE NATIONAL WEEKLY

in more than a million homes

The Crowell Publishing Company

381 Fourth Avenue,
New York, N. Y.



Sunday News an Afternoon Paper

BALTIMORE people have grown so accustomed to their Sunday afternoon newspaper that they hardly realize what a singular privilege they enjoy.

On first thought, a newspaper published Sunday afternoon does not seem to be such an unusual thing; but when investigation shows only three or four other large cities with such a publication, the SUNDAY NEWS in Baltimore becomes *unique*.

Its very uniqueness accounts in part for its wide popularity; but in far greater measure, to the high character of the SUNDAY NEWS itself is due the strong hold it has on public favor.

The SUNDAY NEWS goes into the finest and most cultured homes in Baltimore and suburbs. It has an individual appeal for every member of the family, giving it a remarkably close contact with its readers—a contact that translates itself into pulling power and selling power that advertisers have found to be immensely valuable.

National advertisers buy the SUNDAY NEWS in combination with the SUNDAY MORNING AMERICAN for 35c per line on 1,000-line contracts; daily, 30c; SUNDAY AMERICAN Rotogravure 35c per line flat.

THE BALTIMORE NEWS

Evening, Daily And Sunday.



The Baltimore American

Morning, Daily And Sunday.



DAN A. CARROLL
Eastern Representative
150 Nassau Street
New York

Have a word
Advertising Manager

J. E. LUTZ
Western Representative
Tower Bldg.
Chicago

Selling the Retailer the Aggressive Spirit .

United Drug Company Teaches and Helps Dealers Feature Leaders and Bargains on Systematic Plan

By Henry Burwen

WHAT is the thing that makes the average small-town druggist, or retailer of any sort for that matter, seem different from his big-city cousin? Isn't it an apparent lack of aggressive, fighting spirit?

If we study a bit we will find this difference of impression comes from the fact that the big city store is constantly offering leaders, that are bargains, and is vigorously advertising them through store display and general publicity; while the small-town store is content to go the even tenor of its way, never doing the unusual, the spectacular, to jar its prospective trade into interest. If the small dealer does attempt to put on a special item or two, he does it in a small way—perhaps an ordinary-looking price ticket on the merchandise and a casual, uninspiring mention of it in his local newspaper.

The United Drug Company believes that bargain leader advertising is one of the strongest factors in attracting trade, in building up a retail business and in meeting competition. It believes it is perhaps the best form of advertising—that money invested in this way combined with display advertising is more productive than the same amount of money spent in display advertising alone, and that this is true not only of the large city stores, but of the smallest small-town establishment, even to the little store in the village where the drug store is alone and has apparently no competition.

It is upon existing competition that the argument for leaders and bargains is predicated. In the small village and in the country—everywhere in fact, but especially here—there is the competition of the mail-order house. It is to the

druggist an invisible sort of competition, the extent of which he doesn't realize although he is impressed to the point of damning it.

In the larger towns there are other forms of competition the druggist has to meet. The department store is one of the most serious. Then there are other drug stores, both of the regular and "cut price" kind.

OTHERS THAT USE THIS "BARGAIN" LEADER PLAN

Now pause for a moment—and this is the argument the United Drug uses—and consider the methods used by its competitors. Leaders, in the form of bargains, are the standby of the department store. Every day they have a list of specials with which to attract attention and draw the public. Often they use well-advertised brands of drug-store merchandise, which they cut to the bone. Their whole purpose is to get people to come to the store from far around. The cut-price drug store follows similar methods. And the mail-order house—what is their basis of operation but that of attracting attention by means of leaders sold at a very low price?

And against all this competition the average druggist goes along, doing very little except to depend upon his location and a steady building up of friendly relations. He holds his own, it is true; but it is the United Drug Company's idea that he can, by using similar methods, by adopting a fighting, aggressive attitude, by having a consistent plan of advertising bargain leaders, become a much bigger factor in the merchandising world.

Now if this is true, what is the answer? How can you get these retailers to adopt a fighting, ag-

gressive attitude, expressed in a consistent judicious policy of pushing bargain leaders? Argue the question with a druggist and in principle he will agree; but agreeing about an idea and carrying it into execution are two different things when the retailer is concerned. The druggist is a busy individual whose days are filled with endless detail, and his besetting sin is postponement of carrying out good intentions.

So the United Drug Company a year ago started on a plan to make it easy for the druggist to carry out his good intentions once he was sold on the value of the idea. It organized a Special Sales Department, whose duty it is to work out and carry through a regular, systematic plan of selling the retailer the idea and the method. It is a whole department by itself, not a side issue of some other sales department. The result is that this department in a year has sold about a million and a quarter dollars' worth of merchandise to be put out as monthly specials by United Drug dealers; and this is but a start, since every day new dealers are being sold on the plan and brought into the fold.

Now the plan fundamentally is simple. It is designed to overcome the three mental hazards existing in the mind of the average retailer. These hazards are:

First: The dealer hesitates to sacrifice the profit by temporarily cutting the price.

To get by this hazard the United Drug Company each month offers its agents a group of items, usually about twenty in number, at a reduced price. In other words, it takes the stand that what is sauce for the goose is sauce for the gander. It becomes a partner in the deal with the agent, selling him a group of leaders each month at a special price so that he in turn can sell them at a special price, and while making less than the usual percentage of gross, still make a satisfactory profit, particularly in view of the increased volume he will sell on those items.

Second: The dealer thinks, If I start cutting the price my com-

petitor across the street will start doing likewise; then where do we get off?

The answer is: This is not the ordinary cut-price plan of operation in which the usual advertised articles are cut as bait. It is true, if you start that, your local competitor in self-defense must do likewise, and while you would thereby attract trade from your other competitors, there might be enough harmful results to offset it. No, your leaders are all Rexall products, of which you control the sale. When you advertise Klenzo toothpaste at 19 cents, regular price 25 cents, you don't alarm your competitor because he doesn't sell Klenzo anyway. Nevertheless, the special price is potent in getting new users started on the product, who, if they like it and wish more, as many will, must come back to you for it. In other words, your specials are self-starters for your own controlled brands.

Third: Inertia, lack of time, procrastination of good intentions.

AN ADVERTISING PLAN SOLVES THIS PROBLEM

To clear this hazard the United Drug Company has worked out a complete plan of advertising, display and so on, so that the troublesome details are taken care of. It is made very simple for the retailer to order his goods and to advertise them in a way which will create a real atmosphere of liveliness. That is where the average small-town retailer falls down. When he comes to put on a special sale or tries to offer something special he doesn't do it thoroughly enough to create the proper selling atmosphere. The monthly special advertising outfit is extensive enough and strong enough to create this atmosphere.

Perhaps a more adequate idea of what the plan means and how it is carried out will be conveyed by a description of a special contest conducted in November. Fundamentally the idea of the contest was to develop interest and enthusiasm for the special sale plan all down the line, from United

Drug sales managers and salesmen to Rexall proprietors, and most particularly, the clerks in the retail stores. Here the drug company figures is the most important link in the distributive chain. It is going after the retail clerk from many different angles, educating him, stimulating him, winning his interest. This Rexall Clerks' Contest, as it was called, was another recognition of his importance.

Briefly it was a contest with prizes awarded for the sale of the greatest volume of monthly special sale items during November. Three prizes were offered to retail clerks in each of the hundred drug company's selling territories, the prize winners being those selling the largest dollars and cents volume of specials during the month. In addition there were prizes for salesmen and district managers for the greatest percentage of dealers sold in each territory.

It was worked somewhat in this manner. The salesman calling on the Rexall store would first approach the clerks, explain the prize contest plan, and get them to set quotas for themselves on each of the special articles. "Here, Jim," he would say to the head clerk, "Klenzo Toothpaste is the first item on the list. How many of those do you think you can sell each day during the contest?" "About three a day," Jim might reply. "All right," and he would set that down. The second clerk might estimate two, while the boy would guess he could sell one a day. And so on down the list of twenty articles. Then going to the proprietor, the salesman would say: "Here, Mr. Boss, you of course will equal the sales of your head clerk, so we can put you down for three a day on Klenzo—that makes a total quantity of nine a day, or 270 for the month."

A large quota sheet had been prepared providing space for these figures and columns for entering daily the number of sales made by each clerk. This the salesman would post up in the back room, delegating the most interested clerk to keep the record. Prizes

were awarded on the basis of total dollars and cents and had nothing to do with these quotas—but they served as an element of local interest.

Now to convey the completeness of the plan, it will perhaps be interesting to show what helps went with an order for November specials. There was first of all a supply of circulars which the dealer could use for package enclosures before the sale and for general mailing. It was not an elaborate circular. It was just a single sheet listing and describing the specials, with an appearance suited to the average store. There were nine window bulletins $13\frac{3}{4} \times 28$ inches, quoting regular and special prices of the various items. There were forty price ticket cards, two for each of the twenty items—one for the window and one for the counter; four show cards 8×14 inches with text such as "Save money this month toward gift buying next month"; there was a window poster in red 41 inches long; and there was a large picture 22×47 showing a typical customer carrying home a package labeled "The Rexall Store" with the title "A Big Bundle of Bargains," which picture might be used for the centre panel of the window display or hung up separately.

MAKING THE ADVERTISING PLAN EASY TO GRASP

These were the advertising helps. For guidance and instruction there was a photograph of a window display and likewise one for a counter display, with a schedule of the merchandise required for each. For the clerks there was the quota sheet already mentioned, and there was a circular giving a short selling talk on each of the special articles.

The affair was complete, even to the special monthly order blank regularly used for these monthly specials, which lists the prices and includes an order for the advertising material.

The contest went over, to the extent of selling three to four times the normal volume of spe-

cials. Many dealers were interested in the plan for the first time. In all about 1,600 dealers took hold of it. The number of clerks reporting their sales in the contest on completion was less than expected, but this is not surprising. In every contest there are many who drop by the wayside, particularly those who fall behind and feel that they are out of the running. The main thing is that a large number of stores entered the drive with the proper spirit.

Each month the outfit of advertising and display material is not so extensive as this, but it is in each case carried out to a degree that will create the proper selling atmosphere. The dealer pays for most of the helps—this is a well-settled policy with the drug company, and its Sales Promotion Department sells to its agents annually about \$750,000 worth of advertising material.

HAS A RELATION TO "ONE-CENT SALE" PLAN

The monthly special plan has a very close relation to the one-cent sale. The drug company maintains a department for promoting the one-cent sale among its agents. It recommends the use of this plan twice a year, for reasons similar to those advanced for the monthly specials, and it co-operates in the same way by means of specially priced merchandise and sales helps to enable the dealer to put it over on a big scale. The one-cent sale is now an institution with the company, several million dollars' worth of merchandise being sold yearly through its means. It was felt, however, that there should be something of the same order in between the semi-annual sales, to carry forward the aggressive spirit. The monthly specials are proving effective for the purpose. Its sales, the executives believe, will eventually outrank the one-cent sale merchandise because it is a regular, consistent feature while the other is periodical. The clerk's contest incidentally will be made a semi-annual affair, coming in between the spring and fall one-cent sale periods.

It is an interesting question whether a dealer may buy the monthly specials at the special prices if he does not intend to feature them. There are two viewpoints on this question. One is that if leaders are good for the retailer, they are good also for the manufacturer in stimulating business. However, the primary purpose of the plan was to help the dealer, and while there is no compulsion moral suasion is used against a dealer ordering the specials simply as regular merchandise to get the advantage of lower prices. It is the plan the company wants to put over, and new dealers are constantly being converted.

By these means the United Drug Company aims to keep its agents and their clerks keyed up, stimulated to the kind of active effort successful retailers in all lines of business must use. It is carrying, in effect, big city methods to small towns; and while it is difficult sometimes to get the small-town retailer to see it and to carry through, they are constantly making progress, as one after another is stirred, awakened into vigorous action.

Fundamentally the whole idea of the special sales plan is to make it easy for the retailer to use aggressive methods. For making it easy is necessary in any plan dealing with the small retailer, who, without organization, and usually under-staffed, is burdened with a daily round of routine, with a multitude of details which tend to sidetrack ambition and progressive resolutions.

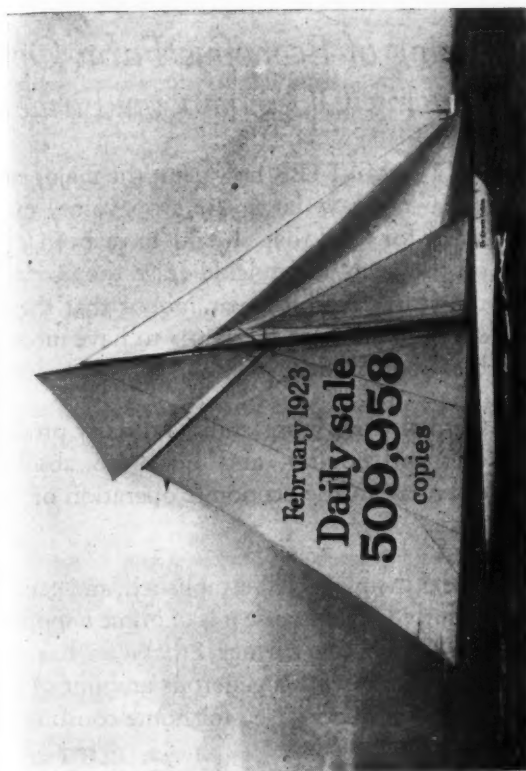
Insurance Accounts for Colton Agency

The Liverpool & London & Globe Insurance Company and The Star Insurance Company of America, both of Newark, N. J., have placed their advertising accounts with the Wendell P. Colton Company, New York advertising agency.

New Accounts with Barritt & Co.

The Paasche Air Brush Company, Chicago, and the Detroit Approved Spring Company, Detroit, have placed their advertising accounts with Barritt & Company, Chicago advertising agency.

"Breezing Along"



The Bulletin's circulation is larger than that of any other daily newspaper published in Philadelphia, and is one of the largest in the United States. That's why so many advertisers concentrate their advertising in the newspaper "nearly everybody" reads—The Evening Bulletin.

Helping Farmers Raise Increases The Bu

*Stressing of Economic Farm Operation
Is Placing Oklahoma on Firmer Base*

NO MATTER how great the major crops, nor how large the crop value, money spent for food that should have been raised on the farm will quickly erase the profits for the year. And it is paramount that these be saved if the farm market is to have money to buy your product.

Garden truck crops, milk and dairy products, eggs and poultry, and hogs are absolutely essential, in the economic operation of every farm.

The principle is well-established, and generally admitted, but because it is of prime importance, the Oklahoma Farmer-Stockman has never ceased to devote a generous amount of space to the products raised for home consumption.

During 1922, more than 225 columns of editorial matter were printed in the Oklahoma Farmer-Stockman devoted to hog raising,

Most Circulation—Greatest

Raise Their Foods The Buying Power

dairying, garden crops, and poultry—72 columns more than were printed in any other farm paper published for Oklahoma readers.

This measurement of editorial lineage is one more concrete evidence of the fact that the Oklahoma Farmer-Stockman is foremost in placing Oklahoma agriculture upon an economic basis.

It is another reason for the preference for the Oklahoma Farmer-Stockman displayed by the better farmers of Oklahoma.

**The OKLAHOMA
FARMER-STOCKMAN**
CARL WILLIAMS
Editor

Edgar T. Bell, Adv. Mgr. Oklahoma City, Okla.

THE OKLAHOMA PUBLISHING CO.

THE OKLAHOMAN & TIMES—RETAIL SELLING

E. KATZ SPECIAL ADVERTISING AGENCY

New York Chicago Kansas City Atlanta San Francisco

create lineage—Lowest Rate

MAKING GOOD BUSINESS BETTER IN CHICAGO

As reflected in that infallible mirror of business in Chicago—the advertising columns of The Chicago Daily News—the “good business” of the latter half of 1922 is growing into better business in 1923.

Both in volume and in proportion of gains, advertising in The Chicago Daily News for the first two months of 1923 shows a tremendous increase over the same period of 1922. This is indicative of booming business in Chicago and reveals one of its great contributing factors—liberal advertising by shrewd and experienced business getters in that medium to which the greater part of Chicago and its suburbs looks for advertising information and guidance—The Chicago Daily News.

The following statement of display advertising for the months of January and February, 1923, is striking evidence of The Daily News' leadership, among the daily newspapers of Chicago, in the following important classifications:

BOOKS

The Daily News First.. 24,910 lines
The Post next..... 13,744 lines

CHURCHES

The Daily News First.. 11,563 lines
The Daily Tribune next. 3,904 lines

CLOTHING

The Daily News First.. 317,623 lines
The Daily Tribune next. 285,474 lines

DEPARTMENT STORES

The Daily News First.. 971,355 lines
The Daily Tribune next. 442,903 lines

EDUCATIONAL

The Daily News First.. 15,241 lines
The Daily Tribune next. 14,892 lines

“OUT OF THE LOOP” STORES

The Daily News First.. 148,499 lines
The American next..... 53,411 lines

FOODSTUFFS

The Daily News First.. 131,942 lines
The American next..... 118,255 lines

FURNITURE

The Daily News First.. 147,249 lines
The American next..... 86,908 lines

HOUSEHOLD UTILITIES

The Daily News First.. 30,292 lines
The American next..... 18,772 lines

JEWELRY

The Daily News First.. 19,385 lines
The American next..... 15,403 lines

Total Display Advertising

The Daily News First.. 2,345,096 lines
The Daily Tribune next. 1,794,334 lines

In these two months The Daily News gained 332,649 lines of display advertising over the same period of last year, as against a gain of 236,996 lines by The Daily Tribune, the newspaper having the next highest score.

These facts and figures confirm with emphasis the judgment of experienced advertisers in the Chicago field who today, as for many years past, rank

THE CHICAGO DAILY NEWS

First in Chicago

Figures supplied by the Advertising Record Co., an independent audit service maintained by all the Chicago newspapers.

More Mathematics, Less Theory Necessary in Coupon Discussions

How Does the Cutting Out of a Coupon Affect the Advertiser on the Opposite Side of the Page?

By E. T. Gundlach

IN an interesting article by I. W. H. Heath, in the March 1 issue of *PRINTERS' INK*, Mr. Heath says:

"The cutting out of a coupon practices an injustice on the user of the space on the opposite side of the page."

The loss to an advertiser from another advertiser's coupon, even if the destruction of a corner of his message destroys the value of his entire advertisement, is too trivial for consideration. Figure it out: A publication with a circulation of 1,000,000 at a rate of \$3,500 per page (let us assume it is a page advertisement and, therefore, the largest possible result-bringer) brings replies at fifty cents, which is considerably less than the average. This means 7,000 replies. This is seven-tenths of 1 per cent of 1,000,000, the maximum that could be considered.

The number of readers in proportion to the number of subscribers has no bearing on the mathematics of this case; since some of the 7,000 would be among the first and others among the last readers, and therefore, it will average about seven-tenths of 1 per cent.

But the seven-tenths of 1 per cent is not the same seven-tenths of 1 per cent that would be interested in the advertisements of the advertiser having the opposite page. Assuming him to be a mail-order advertiser, he could not expect more than seven-tenths of 1 per cent in turn on an average and presumably from different readers than the other advertisement. If the advertisement's value were destroyed his loss would be less than one two hundredth of a per cent or on a \$3,500 advertisement less than \$1.75!

From the publicity point of view, the total percentage that reads the advertisement, *might* be estimated as a maximum of 5 per cent.

LOSS IS VERY SMALL

Therefore, the total of waste by destruction of the coupon opposite an exceptionally large advertisement, exceptionally well pulling, would be, as a maximum, possibly as high as 5 per cent of seven-tenths, or about one-thirtieth of 1 per cent—if the entire value of the publicity advertisement were destroyed. Since nearly all publicity advertisements, however, have little of importance in a lower corner, you could hardly estimate the loss in value of an advertisement of publicity, because of a coupon torn off, at more than 5 per cent, a maximum, therefore one six hundredth of 1 per cent or on a \$3,500 advertisement about 50 cents.

On advertisements of smaller sizes or those costing more than 50 cents per coupon, the figures are further reduced until we have, even on the assumption that the advertisement which has been cut has lost all of its value, almost infinitesimally small figures.

May I add, in concluding, that it is the theoretical sort of reasoning, talking about the importance of the coupon versus the "waste" due to the destruction of the coupon and indulging in profound discussions on theories—meaningless vagaries—which makes the bane of the advertising business? All we need to do is take a sharp pencil and figure things out according to facts.

A little more mathematics and much less theory would improve advertising enormously; would it not?

A Sales Manager's Letters to New Salesmen

The Right Letters of Instruction and Encouragement Can Instill the "One-of-the-Family" Feeling in the New Man

By a New York Sales Manager

ONE of the common mistakes that I have made over a period of years is to expect new salesmen to remember all they are told during the training period. Another one of my common mistakes in recent years has been to expect new salesmen to memorize our sales manual and to remember all of the literally hundreds of kinks it contains.

Today, I believe that the sales department rather than the new salesman is apt to be at fault when the newcomer makes more than a few mistakes during the first few weeks on the road. It is not alone a question of careful training that minimizes the number of mistakes. The method of teaching—the amount of emphasis on important points—the general tie-up that connects one point with another—I have found to be of tremendous importance.

Again, the personality of the teacher invariably is reflected in the men he trains. When one of our new salesmen makes one type of mistake, I know that he could not have been trained by my assistant Jones—for Jones over-emphasizes the importance of that particular point. Similarly, if the same salesman makes a different type of mistake, it is probably because of Jones; for Jones cannot conceive that any human brain could make that type of mistake, and, consequently, during the period of training touches upon it only perfunctorily, and only because it is listed as a topic which he must, at least, touch upon.

So my letters to new salesmen are more frequent than half-a-dozen years ago. Incidentally, I have a reminder-carbon made of each letter referring to a mistake, which goes at the proper time to one of my assistants, who checks

up to see whether the man has made a similar mistake since he received my letter. This saves me and, at the same time, teaches me, for it checks up on the effectiveness of my correspondence, just as, at the same time, it checks up on the man's weakest points as they appear at the start.

New salesmen of the junior type—men with some sales experience but still far from senior calibre—I find to be ones who need most and respond best to letters while in the field. They make the most mistakes because their experience has been with other employers. They respond quickest to the right type of letters because they have had sufficient experience to grasp a correction quickly and to appreciate tact in the bringing of their mistakes to their attention.

AN INDIVIDUAL CASE THAT ILLUSTRATES THE POINT

One of our new men came to us with a year's experience with one of the tobacco companies, during which he had combined small-trade and consumer-selling. As he was evidently qualified for greater responsibilities he was placed in a definite territory, and his work dovetailed with that of a senior salesman who covered the larger towns and cities in that State. At the end of a month it was clear that he would make a good man, because his total weekly sales placed him fifth in our list of junior salesmen—and there was nothing extraordinary about the territory he worked. But he sold the lowest number of customers per week of any one in the upper division of junior men. So I wrote him:

"There were so many* points covered in your training, and there are so many little details in

our business, that possibly you will now appreciate a letter covering broadly what we expect of you; not that you have any doubt that the big thing we expect you to do is sell our products to best advantage; not that there is any doubt that you understand the importance of thoroughness in selling.

"You have now a definite territory, and you are responsible for the building up of the greatest possible sales volume in that territory. You will not win the race for senior territory by short cuts or by confining yourself to the larger buyers, in an effort to prove that you can handle the biggest retailers and jobbers in the towns to which you have been assigned. To be sure, you must prove your capability in that direction. But you will perfect yourself in selling our products through making a large number of small sales—and you will find that by making a large number of small sales you will be better able

to make the most of your bigger opportunities.

"In the attached listing of your sales for the past two months it is clear that you are passing up too many single-case buyers. In the week of February third, for example, you made only six sales—one a day. The fact that your sales for that week totaled over five hundred dollars, merely proves that you passed up *unnecessarily* many opportunities—for in towns that will average to have one buyer who will place a sixty to seventy-five-dollar order, we know there are from four to ten small buyers.

"You did not sell a single general store that week. Remember that every general store should be located and visited. Each one is a potential buyer and you should bend every effort to landing these possible sales, rather than hustling on to the next big town. Remember this, that if there are seven stores in a town which should handle our lines,

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



Newspaper, Magazine and Street Car Advertising

Publicity and Merchandising Counsel

and you sell six, but lose the biggest, you are better off than though you sold the biggest one and passed up the rest. For the next time you hit that town the local demand will be for our lines because six out of seven stores carry them, and you will find that the 'big fellow' is ready to buy, if, indeed, he has not sent in a mail order in the meantime.

"Did you ever stop to think that it is the 'small fellows' in your territory who are going to show the house the only profit it gets from your work? This is strictly true, because it will take all your sales to the 'big fellows' to pay your salary and mine—your expenses and our overhead. Whenever you see a small dealer—and sell him—remember that you are making a real profit."

OVERLOOKING THE OUTLYING SUBURBS

There is a queer efficiency kink in the minds of some salesmen that makes them hard to handle. They will contentedly and effectively work the small trade in the heart of a big city, but their economical sense revolts at working suburbs at the end of the spokes radiating from the city proper. As every sales manager knows, there is city after city where these suburbs can be covered only by a trolley trip out, a trolley trip back, and repeating the process from six to sixteen times. The true "spider-web" cities with good transportation from suburb to suburb are few. One of the best men we now have was one of the worst offenders in neglecting this outlying trade. One letter cured him of the efficiency disease. Here it is:

"Why do you imagine that we have any small competitors? As you know, the price inducements they can offer are trifling. In many cases they actually obtain more for their merchandise than we do for ours. Surely the Blank outfit, for example, does no local or national advertising and the appearance of its packages are a disgrace to the industry. They offer no sales helps.

"The reason we have small com-

petitors is that they offer their goods where we do not. Because they offer them where we do not, they sell them. Our line may run into millions, but the varieties you sell are minor items in the jobber's stock—and the jobber's salesman passes them by if he finds a local salesman pushing a competitive product. You were sent to Cleveland to bring small dealers into the fold. That you are capable of doing this is shown by your sales. That you are not fully doing your duty is shown by the fringe of whiskers on the outskirts, where you have not sold a dollar's worth of goods for the simple reason that you have not called on the trade in outlying districts.

"It was the same way in Cincinnati. The attached map tells the story. The red dots beside the black dots show your sales. Where there is a black dot but no red dot, it shows an outlet that you did not sell. The green dots show the calls that you made where no sales resulted.

"There is not a single green dot in the suburbs."

"One of our national competitors boasts openly that he can make a 20 per cent profit on capital invested, simply by selling people on whom we do not call. You will find his salesmen are covering neighborhood stores in the suburbs, and general stores, which means a half-mile or more walk from the nearest jitney line. There is only one way to prove to you that you are passing up good bets. So you'll find listed the stores on which you are to call outside Columbus. From their nature and rating, you should be able to turn in a four-hundred-dollar week before touching the centre of the city. Sincerely."

That salesman turned in three hundred and forty dollars on the test, and admitted that if he had planned his routing more intelligently he would probably have hit five hundred dollars. Today, we call him "New Broom Robinson," because he certainly does sweep a city clean—suburbs and all.

(Continued on page 158)

Schnull & Company, large and progressive Indianapolis wholesalers, know the value of space in *The Indianapolis News*. They use it themselves.



Has the Wholesaler Enough Items Already?

Talk to the average wholesaler in any city and see if he hasn't a fixed conviction that his market will absorb a certain volume and no more. In nine cases out of ten, the wholesaler will tell you that the introduction of new brands merely means a further division of the volume. Volume for a product must come from two places: (1) from the business of other brands; (2) from increased consumption. The language that a wholesaler understands is adequate advertising, scheduled on a non-cancellable basis in a dominant newspaper such as *The Indianapolis News*. He knows it will create a demand which he must meet or else the retailer will have his order filled by some other wholesaler.

The Indianapolis News

FRANK T. CARROLL, *Advertising Manager*

New York Office
DAN A. CARROLL, 150 Nassau St.

Chicago Office
J. E. LUTZ, The Tower Bldg.

D in Kansas

"GENERAL business since the opening of 1923 has moved forward at a greater rate of activity than has been recorded for a previous first month of any year since 1920—and in some lines of industry since 1919," according to the monthly report of the Federal Reserve Bank of Kansas City.

"We expect 1923 to be a big year," is the consensus of opinion of jobbers, branch managers and dealers throughout the eastern two-thirds of Kansas. We wrote these men to get at the actual facts. They know. They are the first to feel a business slump or buying wave. You can safely depend on their judgment. And this is what they say:

"The Kansas farmer is in really better condition than he has been for four years," answered E. J. Anderson, Kansas City Branch Manager for the Avery Company. In commenting upon the fact that Arnold & Long, Wichita distributors for Delco, are close to the lead in the Delco sales organization in volume of sales for 1923, W. E. Holmes, Secretary of the Wichita Board of Commerce says, "This I think particularly significant, since all their sales are made in the rural districts and practically all to farmers."

Now read the letter reproduced on the opposite page. It was sent us by H. A. Howard, Manager of the Kansas City, Lincoln and Wichita branches of the Twin City Tractor Company. Mr. Howard hits the nail squarely on the head. The Kansas farmer is prosperous. He is ready to buy your product. Tell him your story through the Kansas Farmer Section of The Capper Farm Press. For further specific information regarding the marketing opportunities in Kansas, write us.

Line Rate \$8.15

M M Rate \$5.12

FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal—Missouri Ruralist

Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Complete Advertising Service—

A Big Market at Small Cost

MILWAUKEE, with its great half-million buyers, spending more than \$9,000,000 every business day, is one of the country's best territories for profitable sales increase. It is representative in size—neither too large nor too small.

Wisconsin, with another two million buyers, spending more than \$33,000,000 every business day, is **TRIBUTARY** to Milwaukee.

This combined territory including the first city of diversified industry in America, and the richest dairying state in the Union, is influenced more thoroughly and at a lower cost through Journal advertising than any other way. The Journal turns the buying-tide of the great half-million Milwaukee buyers. For The Journal is read daily in four out of every five English-reading homes in Milwaukee—80% direct coverage.

And it penetrates far and near into every part of Wisconsin and Upper Michigan, covering it more completely than any other medium—The Journal is read by more Milwaukee and Wisconsin people than any other publication in the world!

Sell your product in this market at one low advertising cost.

The Milwaukee JOURNAL

FIRST—by Merit

Rotogravure—Color—Black and White

Mennen Wins Fight for Trade Discounts

Circuit Court Reverses Order of the Federal Trade Commission

THE Federal Trade Commission, in an order issued March 3, 1922, in a test case against the Mennen Company, ruled that a manufacturer must sell his merchandise, provided the goods are uniform in quality, at one price for equal quantities to all purchasers. In other words, the Commission ruled there must be no discrimination in granting quantity discounts. Consumers or distributors, wholesalers, single retail stores, big department stores, chain stores, "mutuals," "co-operatives," "buying clubs," were all entitled to the same price, according to this order. The litigation was conducted in an entirely friendly spirit.

On October 19, 1922, a petition against the ruling of the Federal Trade Commission was filed at a hearing before the Circuit Court of Appeals of the Second District. Counsel for the Mennen Company asked that the Commission's order to cease and desist be reviewed and set aside.

In a decision written by Judge Henry Wade Rogers, and concurred in by Judges Manton and Mayer, of the United States Circuit Court of Appeals for the Second Circuit, the order of the Commission was reversed. Judge Rogers held that "the facts established by the testimony are not sufficient to constitute a violation either of the Federal Trade Commission Act or of the Clayton Act, and they do not support the commission's conclusions. . . . The Mennen Company is not shown to have practised 'unfair methods of competition in commerce.'"

Apparently the Mennen Company was singled out by the Commission for this test case because it followed a straightforward policy of granting discounts to such customers as rendered a special distributing service. The Commission claimed that service is not a legal

basis for discounts, but that price concessions, generally speaking, can be allowed only for quantity, regardless of the nature of the purchaser.

The Commission's order forbade the Mennen Company to adopt any system of discounts "upon the basis of a classification of its customers as jobbers, wholesalers, retailers, or any similar classification which relates to the customers' form of organization, business policy, business methods."

ORDER WOULD HAVE PLACED ALL DISTRIBUTORS AT A DISADVANTAGE

This denial of the manufacturer's right to give any consideration to the particular distributing service rendered by any of his customers would, in the Mennen Company's opinion, have placed every distributor, retail or wholesale, at a disadvantage as compared with every large consumer buying direct, and every small retailer at a disadvantage as compared with every large retailer, and every retailer, however large, at a disadvantage as compared with every chain store, and every small chain store at a disadvantage as compared with every large chain store, and every small wholesaler at a disadvantage as compared with every large wholesaler, and every "co-operative" or "mutual" organization at a disadvantage as compared with every larger buying unit, whether retail or wholesale. Moreover, it was claimed this would have had the unfortunate result of clogging every channel of distribution, both retail and wholesale, with combinations which not only would soon exterminate the independent retailer and the independent wholesaler, but would in time build up great combinations of wholesalers and retailers that would eventually exterminate all smaller combinations of wholesalers and retailers.

The Circuit Court of Appeals, in the course of upholding the Mennen Company's method of business, declared that "if real competition is to continue, the right of the individual to exercise reasonable discretion in respect of his own business methods must be preserved." The Court also said that "the Mennen Company, acting independently, has undertaken to sell its own products in the ordinary course, without deception, misrepresentation, or oppression, and at fair prices, to purchasers willing to take them upon terms openly announced. . . . The company is engaged in an entirely private business and it has a right freely to exercise its own independent discretion as to whether it will sell to wholesalers only, or whether it will sell to both wholesalers and retailers, and if it decides to sell to both, it has a right to determine whether or not it will sell to the retailers on the same terms it sells to the wholesalers. . . . It did not discriminate as between retailers, but sold to all retailers on one and the same scale of prices. And it did not discriminate as between wholesalers but sold to all wholesalers on one and the same scale of prices."

Wholesale-jobbing circles are particularly elated over the decision, inasmuch as it definitely establishes that the Mennen Company was not showing unfair discrimination by classifying its customers into groups of "Wholesalers," "Jobbers" and "Retailers." The latter group included buying exchanges and co-operative or mutual companies or associations which bought in wholesale quantities. This classification prevents the co-operatives from obtaining the same terms and prices as the wholesaler-jobber class, even though they buy in as large quantities.

The Federal Trade Commission charged that this was price discrimination and therefore an unfair method of competition and that it tended toward a monopoly, in direct violation of the Federal Trade Commission and Clayton

Act. In this connection the Court said: "There is nothing unfair in declining to sell to retailers on the same scale of prices that it sold to wholesalers even though the retailers bought or sought to buy the same quantities the wholesalers bought."

With relation to the Mennen classification plan the Court declared it was not unmindful of the fact that mutual or co-operative organizations, buying exchanges and associations organized themselves into a corporation which they constituted their agent for purchasing purposes. This, the Court ruled, did not alter their status, however, and convert them into wholesalers. The Court adds:

"Whether a buyer is a wholesaler or not does not depend upon the quantity he buys. It is not the character of his buying, but the character of his selling, which marks him as a wholesaler."

William P. Tuttle with Montreal Agency

William P. Tuttle has been appointed vice-president and general manager of The Ronalds Press & Advertising Agency, Limited, Montreal.

Mr. Tuttle had previously been engaged in advertising agency work, having been a partner in the advertising agency firm of Morgan, Tuttle & Jennings, now Wylie & Sutton, Inc., New York. Before that he had been vice-president and general manager of the Knox Hat Company; had been associated with Lamont, Corliss & Co., in merchandise work for "O'Sullivan's" rubber heels and other products, and had been advertising manager of *St. Nicholas Magazine*. He had also been with the Frank Presbrey Company.

Green-Lucas Agency Becomes The H. B. Green Company

The Green-Lucas Company, Baltimore, Md., advertising agency, has changed its name to The H. B. Green Company, Inc. The officers of the company are: President, Harry B. Green; vice-president, E. Lyell Gunts; treasurer, H. Kirkus Dugdale, and secretary, W. Curtis Smith, Jr.

Buckley, Dement & Co. Advances Paul M. Bryant

Paul M. Bryant, who has been with Buckley, Dement & Company, of Chicago, direct-mail advertising, for a number of years, has been admitted to the firm as a vice-president and member of the board of directors.

Ad
E. A.
Alex
Eliza
Arma
F. R.
B. &
Baba
Chas.
Eve
Beec
Mme.
Bonc
Borg
A. B.
Char
Cher
Colga
Coty
Dagg
V. D.
De M
Denn
Derm
Dom
Jane
Du P
Marie
Evers
Fiber
Flores
Folton
Forqu
Franc
Ganes
L. M.
Gerry
Glazo
M. T.
Graf

On

Four Years Leadership

in the advertising of

TOILET PREPARATIONS

Vogue has carried a total of 724,220 lines for the last four years—far more than any other magazine

ALTHOUGH the business of beauty is a business of secrets, it is evidently no secret among advertisers that Vogue's clientele offers an inexhaustible market for toilet preparations.

Add to this list of key consumers, trade subscriptions from practically every buyer of toilet goods in the big stores throughout the country. With such a buying public Vogue should lead in this classification. Vogue does.

Advertisers of Toilet Preparations in Vogue in 1922

E. Adair
Alexandre & Emile
Elizabeth Arden
Armand
F. R. Arnold
B. & P. Co.
Babani
Chas. Baez
Eve Bechtel
Beecham
Mme. Berthe
Boncilla Lab.
Borgfeldt
A. Bourjois
Charles
Cheramy
Colgate
Coty
Daggett & Ramsdell
V. Darsy
De Miracle
Denney & Denney
Dermatological Lab.
Domino House
Jane Dudley
Du Pont Pyralin
Marie Earle
Eversweet Co.
Fiberloid Corp.
Floreal
Foltoute Mum
Forquignon Corp.
Frances Fox
Ganesh
L. M. Garrity
Gerry
Glazo
M. T. Goldman
Graf Bros.

Dorothy Gray
Guelidy
Guerlain
Hannibal Pharm.
Martha M. Harper
Herman Perm. Wave
A. S. Hinds
Houbigant
Richard Hudnut
Hygienic Lab.
Inecto Co.
Importer's Exchange
Inlaid Co.
Institut de Beaute
Andrew Jergens
Kenton Pharm.
J. W. Kobi
Kolar Lab.
Geo. Kremer
Rose Laird
Lambert Pharm.
Mme. Le Claire
Thos. Leeming
Ben Levy
Maurice Levy
Leona Libby
Lionel Trading
Lournay, Inc.
Manuel
Marinello Co.
Melba Co.
Muhlen & Kropf
Mum Mfg. Co.
Murine
Neos Co.
Nestle
Nonspi Co.
T. Noonan & Son
Northam Warren

Oderono
Ogilvie Sisters
A. S. Olmstead
Orient Co.
Othine
Overland Mfg. Co.
Palmolive
Park & Tilford
B. Paul
Pear's Soap
Pepsodent
Perfection Parlors
Pierre
Pritchard & Constance
Primrose House
F. M. Prindle
K. M. Quinlan
Resinol Soap
Rigaud
Robert
Frances Roberts
Roger & Gallet
Royal Pharm. Co.
Helena Rubinstein
J. Schaefer
Scott's Preparations
A. Simonson
A. H. Smith
Society La France
Spilo Hair Shops
Tanty
Sedor Tecla
Van Ess Lab.
Vivaudou
Volnay
Woodward Clark
X-Bazin
Yardley

V O G U E

One of the Condé Nast Group

Professional Franchise Needed by Advertising Agency

President of American Association of Advertising Agencies in an Address Before the Women's Advertising Club of Chicago Says that Agency Work Must Rank with Law and Medicine

THE time is not remote, John Benson, president of the American Association of Advertising Agencies, told members of the Women's Advertising Club of Chicago last week, when the well-managed, competent advertising agency must be granted more than what is now known as recognition. "Something comparable to a professional franchise must be granted by publishers," Mr. Benson said, "if the agency is to progress and develop to the point where the advertising agency will rest on a plane of equality with the law and medicine. Such a franchise ought to be based on more than mere technical skill. Credit, character, an adequate organization, experience and general business knowledge are some of the standards to be included."

The occasion of Mr. Benson's address was the Employers' Night meeting of the Women's Advertising Club of Chicago at the Congress Hotel, March 6. A number of employers of members of the club attended the meeting as guests and several of them spoke.

"The modern advertising agency is only about ten years old," Mr. Benson said, "since it is during the past decade that the greatest strides in advertising have been made. It often happens in a period of rapid growth that the public fails to keep up to date in its ideas of business. Misconceptions about advertising agents are unavoidable.

"The business world has been asking recently: What does the advertising agency give us in return for its 15 per cent commission? People who should know better seem to think of that com-

mission as net profit retained by the agency. Most of it is spent in serving the client. The average well-managed agency spends 12 per cent in helping the advertiser and in building his business. The things an agency is called upon to do for its clients may all be regarded as 'advertising,' but the ramifications of advertising are endless; they concern nearly every phase of business. And the quality and extent of the service demanded by the advertiser make agency service an expensive thing for the good agency.

"The economic position of the agency is broadening every day. It touches all kinds of business intimately: it deals with an endless procession of human wants. There is always something new about it. I believe that it is this quality of human interest and the demand for many-sided ability that are attracting better types of men to the business. We must continue to bring men of constructive business thought to agency work. We advertising agency men are essentially promoters. We need to get more of the general business point of view and the banking point of view, for their stabilizing effects."

Other employers who spoke are Homer J. Buckley, Buckley, Dement & Company, Mrs. Cora Hutt, editor of the women's department of the *Progressive Farmer*; Earl R. Allured, publisher of *The Candy Manufacturer*, and H. C. Winchell.

"Woman's Weekly" Appoints Young & Ward

Young & Ward, publishers' representatives, Chicago, have been appointed to represent *Woman's Weekly*, Chicago, and *National Farmer & Stock Grower*, St. Louis, in the Chicago territory. The representation of *Woman's Weekly* will be directed by Nelson Agard.

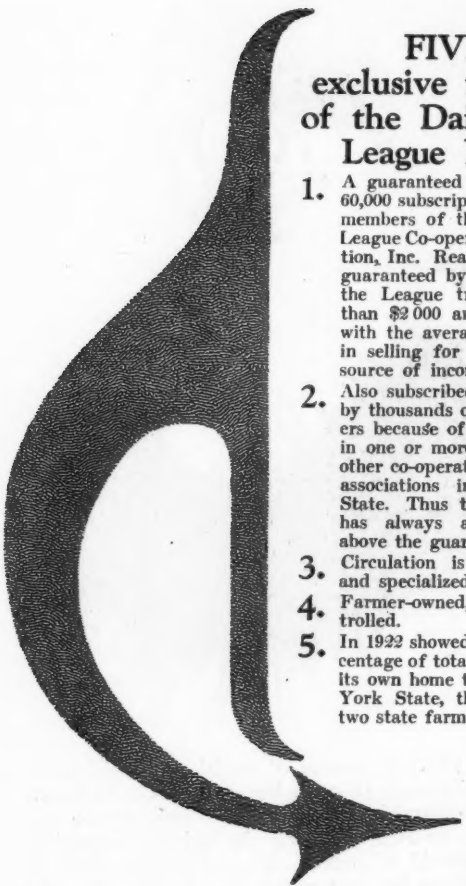
O. N. Frankfort Joins Sehl Advertising Agency

Otto N. Frankfort has joined the Sehl Advertising Agency, Chicago. Mr. Frankfort was recently account executive of the Chicago Elevated Advertising Company and was at one time general manager of Morris, Mann & Reilly, Red Seal products, Chicago.



WHEN the woman of wealth and social position reads Harper's Bazar, it is as if she gazed into a mirror in which her own interests are reflected. In Harper's Bazar she finds a presentation of the world of Fashion, Art and Society which is so peculiarly her own world. And because Harper's Bazar is essentially edited for this woman its readers are really the social leaders in every community.

Harper's Bazar



FIVE exclusive features of the Dairymen's League News

1. A guaranteed circulation of 60,000 subscriptions from the members of the Dairymen's League Co-operative Association, Inc. Reader interest is guaranteed by the fact that the League transacts more than \$2 000 annual business with the average subscriber, in selling for him his chief source of income—milk.
2. Also subscribed to and read by thousands of other farmers because of their interest in one or more of the eight other co-operative marketing associations in New York State. Thus the circulation has always averaged way above the guaranteed figure.
3. Circulation is concentrated and specialized.
4. Farmer-owned, farmer-controlled.
5. In 1922 showed a larger percentage of total lineage from its own home territory, New York State, than the other two state farm papers.

DAR

Farmers who receive pay checks

ONE of the most valuable features of a co-operative marketing association is that the members receive checks at regular intervals. They are not at the mercy of middlemen or the usual market fluctuations.

In New York State—the country's richest agricultural territory—there are nine co-operative organizations. One of them alone has a membership of more than 1000 and does an annual business of \$90,000,000—spending a million dollars a year in advertising their products.

The farmer members of these organizations are business men in control of their own business. They have a staff of experts to determine when, how and where to market their products. Their crops are diversified so

that each farmer is sure of a steady income throughout the year.

These business farmers are good men for you to do business with. They represent a market for your goods that will maintain an even balance from year to year.

You can place your advertising before this market by means of the Dairymen's League News. It is read regularly, because its readers are progressive farmers directly and financially interested in the co-operative marketing movement.

Farmer-owned, farmer-controlled, the News has proved a valuable advertising medium to many national advertisers.

If you will drop us a line, we will be glad to have a representative give you further facts and figures—tell you more about the remarkably interesting things these farmers have done.

Dairymen's League News, Utica, N. Y.

YORK: 119 West 41st St.—Phone Bryant 3463

CHICAGO: 608 Otis Building—Phone Franklin 1429

DAIRYMEN'S League NEWS

Coffee

We have a PLAN which will help educate the housewife to a larger use of COFFEE. A similar scheme is now producing exceedingly gratifying results in another food field. Our idea is suitable to some large *producer of package coffee*.

Correspondence invited

Charles Francis Press

Printing Crafts Building

461 Eighth Avenue

New York City

What the Shipping Board Did to Rid Itself of Surplus Materials

What It Has Sold and How It Has Sold with Advertising's Aid Huge Quantities of War-Time Equipment

By John F. Richter, Jr.

FROM shipbuilding to salesmanship is the history of the United States Shipping Board as a versatile Government agency. Spending approximately thirteen billion dollars to equip this Government with ship bottoms, the ending of the war found the Shipping Board with vast quantities of shipping and materials of every kind on its hands. Shedding its overalls used in the shipyards and donning the togs of a super-salesman, the board proceeded to advertise and sell its surplus materials in peace times. With columns of newspaper, magazine, business-paper and technical publication advertising space, it has accomplished the greater part of its task. Already, the division in charge of the sale of surplus materials has disposed of its goods and is ready to go out of business. Only the disposition of the war-built ships remains to be worked out, and Congress has undertaken to solve that problem.

Shipping Board officials in charge of advertising are reluctant to make public their records of advertising expenditures and accomplishments on the ground that the information would aid competing steamship interests. But an idea of the outlay of money by the Shipping Board for advertising purposes may be obtained from the annual report of the board for the fiscal year 1921. For that period alone, Shipping Board expenditures on this account totaled nearly a million dollars.

The record of the Shipping Board has been an impressive one in the sale of countless materials purchased during the war period to enable the operation of a fully equipped war merchant marine. The sale of rope, rivets, oakum, lumber, life-boats, boilers,

and the thousands of other things to be sold, in the face of competition with the War Department, as well as with private competition, has been a tough one. But the job has been accomplished. Its accomplishment is due to advertising, sealed bids to stimulate competition among private purchasers for the surplus materials, and through auction sales. All three methods were necessary to get results, officials in charge of the sales declare.

RESULTS EXCEEDED EXPECTATION

The division in charge of the sale of the surplus materials had expected not more than twelve million dollars for its goods on hand. Net proceeds from that division's sales, however, totaled more than thirteen millions. Exclusive of the sale of ships, the sales record of the Shipping Board, up to June 30 of last year, showed proceeds received as follows:

Surplus Materials.....	\$13,450,000
Dry Docks.....	3,417,000
Housing Properties.....	12,320,000
Transportation Facilities....	1,390,000

But let Sidney Henry, director of sales, tell, in his own words, the story of his job:

"The surplus materials, supplies and equipment, left from the Shipping Board's war program, have finally been disposed of. The Material Sales Division which had charge of this liquidation has been discontinued, and the personnel which is no longer required for the Shipping Board's work has returned to private life. This division was organized in September, 1921, to take over the custody and to dispose of all of this surplus. Soon after the present Board was appointed, an inventory of the surplus materials remaining on hand was taken, and

it was on completion of this inventory that the actual sales program was undertaken. Some idea of the work involved may be gained from the fact that the Hog Island inventory alone comprised 11,000 typewritten pages.

"This surplus consisted of a wide range of supplies and equipment such as are used in shipbuilding. There were large quantities of marine engines and boilers, pumps, winches, lumber, steel, pipe, valves and fittings, office materials, plant equipment, etc.

HOW A SALES ORGANIZATION WAS PLANNED

"The organization set up for the disposal of this material divided the country into seven districts with headquarters at the principal warehouses in each district, in order that prompt action could be taken on the questions arising in connection with the sales at the many scattered plants at which the material was located. The property disposed of was stored in something over 400 different locations extending from Maine to Florida and from the Atlantic to the Pacific, and including a few small amounts in Canada.

"The liquidation has been carried out in co-operation with the office of the Chief Co-ordinator, Bureau of the Budget. The completion of this program with the elimination of all expenses for warehousing and selling closes out the problems inherited from the war period."

The sales department of the board tackled the problem of liquidating the surplus goods on hand by dividing the property into two classes, the first class including the ships which were built under the war-time program, and the second class including all materials, properties and equipment that came into possession of the Emergency Fleet Corporation in connection with the shipbuilding program and for which no further need existed. The disposal of the fleet was inseparable from the problem of the establishment of an American merchant marine, whereas the disposal of the surplus property was

purely a liquidating function to be carried out with the utmost dispatch consistent with good business principles.

Advertising in connection with the sale of various types of vessels, particularly the wood ships, showed the lack of demand for tonnage in November, 1921, when first efforts were made to dispose of the Government fleet to private interests for the purpose of laying the foundation for a privately-owned merchant marine. Because of a depressed shipping situation, world-wide in scope, the first lesson learned by the board in the sale of its boats is as true today as then. The Government yet owns approximately 18,000,000 deadweight tons of merchant shipping, the biggest single merchant fleet in the world.

An idea of the sales' job of the Shipping Board, now nearly completed, may be obtained from the inventory made by the board of materials on hand to be sold. Scattered in all parts of the country, or at 263 locations to be exact, surplus goods were held by Government agents awaiting purchase. The "present fair value" of the goods was estimated at \$46,000,000, while the "forced sale value" was estimated at \$18,000,000. The material included in the inventory covered almost every class of goods, and each class offered its own sales problems, to be worked out in advertising copy. The materials to be disposed of were:

Machinery, equipment and supplies	\$7,382,566
Electric equipment and supplies	2,391,594
Pipe, valves, plumbing and heating	2,093,634
Rolling stock, floating equipment, etc.	4,120,024
Ship machinery and equipment	12,039,693
Galley, hotel, hospital equipment	548,919
General supplies	673,823
Office furniture and supplies	269,737
Metal and metal products...	6,209,445
Buildings, plants and supplies	462,009
Scrap	129,110

At the outset of the job of selling these goods, a sales policy was adopted which provided that the country be divided into sales districts, and that the district repre-

"A Mighty Chorus"



RAY LONG

Accept my cordial congratulations on the distinguished appearance of April Cosmopolitan. You have an eye to beauty, laddie. I don't brag of my own stuff, but the other boys and girls sing a mighty chorus.

MEREDITH NICHOLSON.

The writers and artists of Cosmopolitan are indeed a "mighty chorus"—no wonder the publication is attracting a huge audience.

The print order for the May issue is 1,201,000—an increase of 145,000 over May, 1922.

Cosmopolitan is the only magazine that both sells for as much as 35 cents and has more than a million circulation—the quality magazine in the quantity field.

Fiction Interprets Life 35 Cents

Cosmopolitan

America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESFAHR
Business Manager

J. J. BARNETT
Western Sales Manager

sentatives of each sales district be given authority to make sales for cash in amounts not exceeding \$5,000. The Shipping Board handled sales involving a greater amount. Sales offices were opened in practically all of the States, at points convenient to prospective buyers. By this method, the board was able to retain a reasonable control over sales activities in the field, notwithstanding that the materials to be disposed of were so widely scattered and involved so many varieties.

Sales were divided into three classes. The main group included the warehouses and large projects where quantities of materials of various classifications were located. The remaining two classes of sales involved transfers to other departments of the Shipping Board and the Emergency Fleet Corporation and to other branches of the Government. It was on this basis of sales organization that the Shipping Board began its advertising campaign for the sale of its surplus materials.

During the period between July 1, 1921, and October 24, 1921, no sales to private interests were made, except to the amount of \$637,000, of materials valued at \$1,105,000. From October 29, 1921, to the end of the fiscal year, June 30, 1922, total sales were made to the amount of \$9,500,000, having a "present fair value" of \$24,500,000. All told, the board recovered \$12,000,000 from the sale of surplus materials and \$5,000,000 from the sale of plants. Indicative of the progress made by the Board in its sales, there were about 223 projects, having a "present fair value" of \$2,875,246, remaining to be sold at the beginning of the last fiscal year. At the end of the fiscal year, there remained but thirty projects, having a "present fair value" of \$240,309, awaiting sale. Transfers of Shipping Board property during the period between June 30, 1921, and June 30, 1922, were made to other branches of the Government to the amount of \$1,854,750, "present fair value." These transfers were made on the basis of 15 per

cent off the "present fair value" price.

The completion of the Shipping Board sales program has brought about a substantial diminution in the volume of advertising from that Government agency. Practically all advertising authorized by the Board at present goes out for the purpose of pushing the Government's freight and passenger business. But this business, in itself, is considerable and will continue so long as the Government is forced to continue in the shipping industry because of the inability of private shipping interests to absorb the Government mercantile fleet at present.

Advertises for Criticism

To invite sincere criticism, both favorable and adverse, from jobbers and dealers, not only brings closer contact between the manufacturer and those mentioned, and uncovers possible sales leaks, but advertises quality effectively by the emphasis on the manufacturer's personal belief in his product.

E. H. Schwab, president of the Bethlehem Spark Plug Company, Inc., Bethlehem, Pa., manufacturer of "Bethlehem Betterments for Motordom," in business-paper advertising, speaks frankly to dealers, telling his personal opinions and inviting honest letters. He suggests in a breezy style the subjects on which he desires information, such as the appearance and practicality of his merchandise, his prices and policy. "So long as you're sincere," he says in his closing paragraph, "I'll take the brickbats with the bouquets. Let's have the facts."

With Buffalo Better Business Commission

John N. Garver, of Boston, has been appointed managing secretary of the Buffalo Better Business Commission, Inc. Mr. Garver takes the place of C. P. Franchot who acted as temporary managing secretary until the organization was completed.

National Lead Company Earnings Increase

The National Lead Company, New York, "Dutch Boy" white lead, red lead solder, linseed oil, and related products, reports net earnings, after expenses, reserves and taxes, of \$4,927,548 in 1922 as against \$3,481,512 in 1921.



Brick, Stucco, Wood—

demonstration of these materials in home building is the purpose of the three model houses now in course of construction in Minneapolis by The Journal. This educational program is of direct value to all building material advertisers and splendidly illustrates Journal co-operation.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



MAKE a newspaper good enough and increased circulation and advertising will follow naturally.

The early recognition of this fact is the reason for the remarkable growth of Baltimore's big paper.

The Baltimore Sun has always been first of all "just a good newspaper" and it will continue to grow because it will always be a good newspaper—as good as it is possible to make it. Circulation now **234,173** daily, **165,029** Sunday.

GAINS

Feb. 1923 over Feb. 1922

Circulation-- { DAILY 8025
SUNDAY 8861

Advertising--300,000 lines

Everything in Baltimore Revolves Around

THE
MORNING



EVENING

SUN
SUNDAY

JOHN B. WOODWARD
Times Bldg., New York

GUY S. OSBURN
Tribune Bldg., Chicago

When the Patented Product Becomes Public Property

Forestalling Patent Expirations with Advertising—A List of "Printers' Ink" Articles on the Subject

J. WALTER THOMPSON COMPANY
NEW YORK

Editor of PRINTERS' INK:

It runs in my mind that some time ago you had in PRINTERS' INK a story about the way the Gillette Safety Razor Company met, by means of advertising, some of the problems involved in the expiration of the patents on the original form of their razor.

I shall be glad if you could supply me with a reference to this if my impression is correct.

PAUL T. CHERINGTON.

WHY should the manufacturer of a patented article for which there is a ready and natural demand advertise? He has a legal monopoly of whatever business exists for his item. No one else, unless licensed by the patentee, may manufacture the article. Such a business is as free from competition as any commercial establishment is ever likely to be under the laws of this country.

If the public does not clamor for the product, advertising may be necessary. Especially during the first few years, when the new idea has to be sold to the entire population, is paid space frequently employed to create consumer acceptance and demand.

But once there is a call for the merchandise, what then? Suppose, at the end of three years, the factory has sufficient orders to be kept running at full speed and there is no sign of a slackening for years to come. The patent does not expire for fourteen years more. Is it safe, practical, profitable, wise—call it what you will—to point to patent rights as a reason for not advertising?

That question is best answered by replying to it with another question: What will happen after the patent expires? With the expiration of the patent anybody with the requisite capital can not only make the identical product, but can sell it under the name by which it is commonly known.

Consequently, whatever good-will has been built up is likely to vanish in thin air. The original manufacturer may find himself to be in the same position as when he started, with the difference that instead of a complete lack of competition there will be exceptionally keen rivalry.

Very often advertising has quite properly been referred to as a form of business insurance. The owner of a patent, or the manufacturer under a patent license, is in need of this insurance.

A number of manufacturers, controlling the patent rights to widely sold articles, have advertised nationally to protect the future of their business. Detailed descriptions of several of these campaigns appeared in PRINTERS' INK on various occasions. The dates of issues and page numbers on which the articles will be found, together with their titles, are given below.—[Ed. PRINTERS' INK.]

Gillette Trade-Mark Rights Will Be Defended; May 19, 1921; page 10.

Clever Plan Back of Sensational Gillette Announcement; May 12, 1921; page 3.

Protecting Expiration of Patent Rights by Advertising; February 3, 1921; page 81.

The Problem of Advertising after a Patent Has Expired; February 19, 1920; page 77.

Why Some Advertisers Advertise; September 4, 1919; page 105.

What Happens When a Proprietary Article Becomes Competitive?; June 12, 1919; page 129.

Making the Brand Take the Place of a Patent; May 22, 1919; page 33.

When Advertising Is Better Protection Than Patent Rights; November 30, 1916; page 53.

Why the Patented Product Should Be Advertised; July 13, 1916; page 100.

Big Campaign for Aspirin to Forestall Expiration of Patents; June 29, 1916; page 189.

The Power of Advertising Recognized in the President Suspender Case; February 24, 1916; page 62.

How to Retain Trade-Mark Value After Patents Run Out; February 25, 1915; page 3.

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H. G. WELLS

picks out the
ten most important
BOOKS



WHAT are the ten most important books in the world?

You may agree with H. G. Wells' answer to that question, and you may not. One thing is certain. You will be tremendously *interested*.

For Wells has courage. He refuses to think with the crowd. In *The American Magazine* for April, now on sale, he names ten books and defends his choice.

Is the Bible a Book? Is Shakespeare? Was Karl Marx a force for good or for evil, and ought he to be on the list, anyway?

The answers Wells gives to these questions will astonish you.

What book sent Columbus to America?

What writer said first (in 1781) that we can reconstruct the world only by remaking it in

our children's schools—that
in better education lies our
surest, freshest hope?

Of one of the books he se-
lects, Wells says: "It is the
most liberating book in the
world, *full of the faith that
man can make his life and
future what he will.*"

For eight years now, The
American Magazine has been
full of this faith. In those eight
years, we who buy it every
month have grown in numbers
from 400,000 to more than
1,900,000.

Reading it we feel richer, and
this feeling endures when we
lay it down. Of all magazines,

it seems to be most full of the greatness, the danger and the beauty, the limitless opportunities, of what Wells superbly calls:

“The endless *adventure* of life.”

The
American
Magazine

1,900,000 Circulation.

The Crowell Publishing Company

Frank Braucher, *Advertising Director*

381 Fourth Avenue

New York, N. Y.

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Bankers' Anti-Mail-Order Views Altered by Advertising

How Gordon-Van Tine Company Provides Local Financing for Ready-Cut Home Purchases

WHEN the Gordon-Van Tine Company of Davenport, Ia., sells a ready-cut home or farm building it insists on having the cash. Except in the case of large contractors and other firms with which it has had business dealings for many years the company has no provisions whatever for credit. To get the money to pay cash on delivery sometimes involving several thousand dollars the would-be home owner may require a loan from his banker. The banker is supposed to be an enemy of mail-order enterprises because through that medium money is taken out of the town. If he is going to loan any money he wants the borrower to spend it at home.

This natural resistance on the part of the banker caused the Gordon-Van Tine Company to advertise in an institutional way and thus endeavor to prove that the mail-order man is not such an arch criminal after all. The advertising has had the effect of changing the banker's viewpoint to an extent that there is much less opposition to loans for this purpose. Indeed, many bankers themselves have purchased from Gordon-Van Tine the material for buildings.

In a small town the banker usually has a finger in a considerable number of enterprises, often including the local lumber yard. His connection with the lumber yard may be public or under cover. But it may as well be public, because there are few secrets in a small town. Under these circumstances when one of his good customers approaches him with a proposition for a loan to buy a Gordon-Van Tine house he has to be careful or he may lose not only the loan but a customer. In such a case about all the banker can say is along the conventional lines of the benefits of dealing at home,

not so much from a standpoint of helping the town and the home dealer but as a means of getting better service, a more satisfactory deal and a freedom from risk.

Such opposition by the banker is usually sincere. He may honestly believe that in buying all the material for a house and paying cash for it his client is taking considerable of a chance in dealing with a concern at a distance. Anyway, if there is any doubt at all he is inclined to give it to the local dealer.

The Gordon-Van Tine Company, proceeding on the assumption that the banker's opposition was due to an honest misunderstanding of the facts, set out to show him that a mail-order house could deal honestly and justly and to the buyer's advantage even in a matter of such magnitude as building a home.

A SERVICE IS GIVEN THE BANKERS

In addition to institutional copy in newspapers for the public in general and the banker in particular, the company sends occasional mailings to bankers offering them technical and up-to-date information about building and costs that is of real value to a person engaged in loaning money. The responses have been gratifying and on the whole the company now can say its relations with bankers are pleasant—in fact that a large number of them seem more friendly toward Gordon-Van Tine than to their local retailers.

The Gordon-Van Tine method of selling consists of running newspaper and other advertising to produce inquiries for its catalogue, known as "The Home Plan Book." The catalogue shows complete plans for a wide variety of homes ranging from the small bungalow or cottage up to large farmhouses. Each building is

completely described and there is a floor plan presented. The idea is for the customer to select the building he wants and then to order from the company the complete materials for constructing it, these including lumber, millwork, hardware, paint, nails, tinwork, and various convenience items. The work of sawing, cutting and fitting the material is done at the factory. From that point on the construction of the house proceeds in the same manner as if the carpenter cut the material for himself. It is declared in the advertising, though, that the ready-cut system saves from thirty to fifty per cent of the carpenter's time and seventeen per cent of the lumber.

HAS THREE PURCHASE PLANS

There are three ways in which a Gordon-Van Tine customer can arrange for the purchase of material to build a house. If he will send cash with order he is allowed two per cent discount. Or he can send one-fifth of the total amount when he places the order and pay the balance when he receives the goods, five days being allowed for inspection after the material reaches his freight station. The third option is to send \$100 as an evidence of sincerity and good faith and deposit the balance with the banker, provisionally subject to the company's order. Then the material is shipped subject to the customer's inspection.

In other words, the company wants cash for its goods and this means that the banker's good-will and co-operation must be obtained.

"There are so many difficulties in the way of doing a credit business," says W. A. Wilkinson, advertising manager of the Gordon-Van Tine Company, "and so many dangers on such a large proposition as a house that we certainly are going to keep away from it if we can. Any man who has not sufficient money or local credit to pay cash for his material is not usually a good risk. And then we would have no way of getting an accurate report on him without

having an army of investigators. We would need to question him personally and find out where he was going to build his house and all about it. Theoretically the deferred payment plan gives you good protection. Practically, however, it is not always so good. Unless you have an inspector on the job you do not know what happens to your material in the course of construction.

"Such a method would tie up a lot of capital. Figuring the interest, the amount that would have to be paid for investigation and lost in bad debts, the cost of the material would be run up to a point where the price would cease to be so attractive. We are going on the basis that it is best to get our price down to a figure where it is worth while for the customer to attend to his financing locally. Thus we get preferred lists of customers, turn our money much quicker and avoid a vast amount of grief.

"In the slight experience we have had with credit thus far we have discovered that anyone granting credit by mail usually gets the least desirable business. The man of average good credit standing can take care of his needs at home. It is the person whose credit is such as to be unattractive to his local bankers or building loan associations who approaches the mail-order house. If the latter will act as his banker he will eagerly accept the proposition. We do not want that kind of business. We want the man who would finance his purchase if he made it at home.

"It is of course possible to administer a building material mail-order business on a credit basis. A certain amount of cash can be exacted and a mortgage taken on the building for the balance. On paper, this is adequate protection. But, not being on the ground or represented there, the mail-order house is likely to find in the latter case that mechanics' liens and so on have been filed against the property. Its customer may be in serious difficulties before it realizes this fact and the whole thing

Miss Mary Bayne

(and 76,000 of her sisters)

They do say the Evening American is favored by the young woman who works.

Not surprising. Its youth, vigor and flashing spirit appeal strongly to their independence.

They like its dash, its aggressiveness, its "punch."

There are in the Loop alone 76,000 of Miss Bayne and her sisters. They earn \$100,000,000 a year, and spend \$30,000,000 of it on wearing apparel.

CHICAGO  AMERICAN
EVENING

A Good Newspaper

becomes tied up and in a mess generally. The only alternative is to discount the mortgage at once after you get it. This means taking a sizable loss at the outset, which of course has to be loaded onto the selling price, thus making your initial proposition much less attractive.

"It is in this latter respect that the mail-order man has to look out sharply. Upon his ability to keep his prices down depends his entire future. To us the proposition of this future seems relatively simple. Can he get his goods into the hands of his customers at less cost than they would pay at retail? If he can, he will sell his goods and prosper. If he cannot, he will sink.

"We continually fight to keep our prices down, and in so doing only act in simple self-defense. This is why we want cash for our goods and why we recognize the value of selling the banker on the mail-order idea in general and on ourselves in particular."

Goldman, Carrigan Agency Opens Branch Office

Goldman, Carrigan & Company, Inc., New York advertising agency, has opened a branch office at Binghamton, N. Y., under the direction of James G. Brownlow. Mr. Brownlow has been president, and was for many years secretary of the Binghamton Chamber of Commerce.

Yale & Towne Earnings Increase

The Yale & Towne Manufacturing Company, Stamford, Conn., reports net profits after depreciation and Federal taxes of \$2,406,644 in 1922, as compared with \$1,299,038 in 1921, and \$2,324,470 in 1920.

Joins Irwin Jordan Rose

Maurice L. Hirsch, formerly with the Sebring-Oscasohn Company, Inc., advertising, New York, has joined the advertising agency of Irwin Jordan Rose, of that city, as account executive.

With Canadian Business Paper

Fred Holliday has been appointed advertising manager of *Sanitary Engineer, Plumber and Steamfitter of Canada*, Toronto.

Will Direct Martin-Parry Sales

R. P. Henderson, formerly vice-president in charge of sales of the Martin-Parry Corporation, commercial auto bodies, York, Pa., has returned to that corporation as general sales manager.

T. E. Chancellor, recently assistant sales manager, has been appointed assistant general sales manager. Mr. Chancellor was formerly sales manager of all Texas branches for the Martin-Parry Corporation, and previously was with the Procter & Gamble Company, Cincinnati.

Oldest Presbyterian Church in America Advertises

The First Presbyterian Church of Philadelphia, founded in 1698, and the oldest of that denomination in America, took 100-line space in a newspaper advertising campaign in which it announced its history and invited the public to attend special services that were to be held.

Will Direct European Sales of Monroe Company

L. W. Morden, secretary and general manager of the Monroe Calculating Machine Company, Limited, London, Eng., also has been appointed European sales director. Mr. Morden was at one time manager of the Monroe sales organization at New York.

C. C. Smith Joins Capper Farm Press

Claude C. Smith, recently with Henry Decker, Ltd., New York advertising agency, has joined the New York sales organization of the Capper Farm Press, Topeka, Kan. Mr. Smith was formerly with the advertising agency of the Campbell-Ewald Company, Detroit.

British Tobacco Advertised in United States

A newspaper advertising campaign has been started in New York for an English pipe tobacco, "Craven Mixture," by Carreras, Ltd., of London. The campaign is being directed by a London advertising agency, Greenly's.

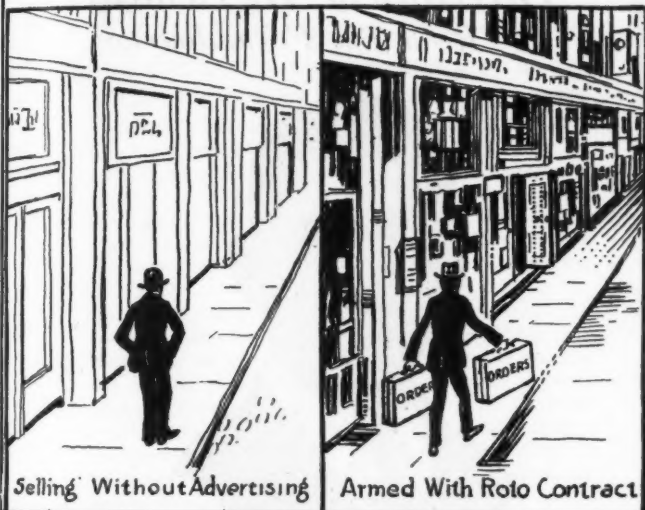
R. M. Beach Joins Carr & Columbia, Inc.

R. M. Beach, formerly advertising manager of *St. Nicholas Magazine*, has joined Carr & Columbia, Inc., New York advertising agency.

Joins Dave Bloch Agency

Allan T. McKay has joined the copy staff of The Dave Bloch Company, Inc., New York advertising agency. He recently had been with The Blackman Company, Inc., also of New York.

Rotogravure Opens Way



Selling Without Advertising

Armed With Roto Contract

ROTOGRAVURE appeals not only to the buying public; it sells the merchant, too. The Sales Manager of a nationally known cosmetic and toilet goods manufacturer discovered this when he sold all the department and big down town stores in three days, due to the fact that Detroit merchants realize the magnificent sales appeal of a Detroit News Rotogravure campaign. Armed with a News Rotogravure contract your dealers are half sold before the salesman even discusses the product. The Detroit Sunday News now has more than 270,000 circulation and reaches practically every home in Detroit and vicinity. The Rotogravure is largely responsible for this circulation.

The Detroit News

Greatest Weekday and Sunday Circulation in Michigan.

"Always in the Lead"

The Largest Farm Paper

*Directors of Agriculture
Read The Farm Journal*



L. J. Taber

Before Mr. Taber became the Director of Agriculture of Ohio, he occupied such positions of influence as Lecturer Ohio State Grange, Master Ohio State Grange, Executive Committeeman Ohio Farm Bureau Federation, Director on Cooperative Association Board, Executive Committeeman Ohio Dairymen's Association, President Ohio Home Protective League. He is a Director of the Farm Loan Bank.

It Pays and Proves It Pays

er Circulation over 1,150,000

WHILE Mr. Taber is the subject of this sketch, the records show that he has a wife who perhaps can match him for sound judgment. In any event, she showed good judgment in choosing her husband, and again in selecting the heifer upon which their herd of gold medal Jerseys was founded. As a wedding gift, Mrs. Taber's father gave her the choice of any heifer in his herd, and she picked Lady Blyth, who now has three gold medal daughters, with a fourth that looks sure to qualify—and all, by *different* sires!

Mr. Taber began as a tenant. He took an early interest in farmer organizations. He was charter member of his county Grange and its lecturer for three years. For eight years he was lecturer of the State Grange; and for seven years, Master. When he was elected lecturer of the State Grange it had a membership of 27,000; when he resigned as master the membership was 108,000. Notwithstanding his white collar jobs, he still manages and works on his farm at Barnesville, Ohio.

As Director of Agriculture of Ohio, Mr. Taber has *decreased* the cost of his department \$153,000, and at the same time *increased* its service. He is one of the more than 1,150,000 subscribers who make The Farm Journal *the largest farm paper*



s Believed In for 46 Years

An old saying and true

Straws show which way the wind is blowing

And it is also true that the volume of advertising carried by a newspaper year after year in any particular line shows the value of that newspaper for that class of advertising.

The Chicago Evening Post carries less *medical* advertising than any other paper in Chicago, and the total receipts from *installment furniture* advertising would not pay for the ink to dot the "i's" in a single issue.

BUT there are a number of lines of *high grade* advertising from which The Post receives more advertising than any other Chicago paper—morning or evening.

And there are several *very high grade* lines from which The Post receives more advertising than all the other Chicago papers combined—morning, evening and Sunday.

As an example of one of the latter lines we quote the figures for insurance advertising in Chicago for the year 1922:

POST 169,257 lines

Tribune	29,243	"
Herald-Examiner	25,710	"
News	9,717	"
American	5,701	"
Journal	22,496	"

***It Pays to Advertise in a Newspaper Read by the Class
of People Financially Able to Become Good Customers***

These figures supplied by the Advertising Record Company,
an Independent Audit Company

The Shaffer Group

CHICAGO EVENING POST
INDIANAPOLIS STAR
LOUISVILLE HERALD
ROCKY MOUNTAIN NEWS
DENVER TIMES
MUNCIE STAR
TERRE HAUTE STAR

QUALITY PUBLICATIONS

**The
Chicago
Evening
Post**

**"Chicago's Best and
Cleanest Paper"**

How Johns-Manville Is Selling Its Consumer Campaign to the Dealer

Four-page Color Inserts in Business Papers Used to Show Dealers That Newspaper Campaign Is Really a Profit-Making Partnership Idea

By C. B. Larrabee

A CAMPAIGN that deals entirely with "we, the manufacturers" and "they, the consumers" and neglects "you, the dealers" is a campaign that is born to waste much of its profitable sweetness on the desert air of dealer indifference.

When a manufacturer starts out on an extended advertising campaign to help dealers sell more of his products—which, in a sense, is what every advertising campaign is endeavoring to do—he cannot afford to neglect the man who is really his partner.

In his subconscious mind as he writes he knows that the dealer is standing behind his shoulder frowning at certain features and murmuring an enthusiastic "atta-boy" at others. But often he neglects to drag the dealer out of the Freudian mists to the sunlight of actual participation.

Johns-Manville, Inc., is at present running a series of advertisements for its Non-Burn Asbestos Brake Lining in a list of 150 newspapers all over the country. The first advertisements appeared in February in Florida papers and the series has gradually worked North until in April it will be running in practically every State. Each advertisement features the familiar outstretched hand which the company has used as a symbol for its brake lining, and the whole campaign is an aggressive effort to build more

sales for Johns-Manville dealers.

In order to get a direct tie-up with the dealers a line is run at the bottom of each advertisement reading: "These dealers endorse, sell or apply Johns-Manville Non-Burn—" followed by a list of the dealers in the territory covered by the newspaper. In addition



THE FIRST PAGE OF A BUSINESS-PAPER ADVERTISEMENT THAT BRINGS NEWS TO DEALERS

tion the company is running advertisements in national mediums and is furnishing the dealer a great variety of other helps in the form of booklets, display stands, window trims, etc.

Each advertisement has a great deal of "we, you and they"—and as such the company might have been contented. It might have

gone still further and pointed out that inasmuch as it was running the whole series without a cent of charge to the dealer he should consider himself a very lucky fellow. However, one doesn't use just that tone in talking with a business partner. Instead one takes the partner into his confidence, discusses plans and ideas,

there is a Johns-Manville advertisement. Across the bottom of the spread are pictured eight Johns-Manville products. The text reads:

A Johns-Manville Brake Lining advertisement over your name—and in your newspaper.

Beginning next month we will run a strong and effective series of newspaper advertisements in your city. Each will



BECAUSE OF THE USE OF COLOR THIS BUSINESS-PAPER ADVERTISEMENT READILY GETS ATTENTION FOR DEALER NEWSPAPER ADVERTISING AND THE COMPANY'S PRODUCTS

and shows him how and why the plans will help him.

THE STORY IS TOLD DEALERS IN BUSINESS PAPERS

And this is what Johns-Manville, Inc., has done with a series of four-page color inserts in business papers covering the field. The first advertisement appeared in the January issue of the business papers going direct to dealers.

The outstretched hand, conspicuous in consumer advertising, is the big feature of the first page of this insert which is in three colors, green, black and gold. The heading of this advertisement says: "Announcing:—a definite advertising campaign bearing your name that will cost you exactly—nothing!"

The inside spread shows a man reading a newspaper in which

bear your name—if you are then a Johns-Manville Brake Lining dealer. Every advertisement will carry a strong urge to motorists to drive 'round to your place now, and at regular intervals in the future to have their brakes inspected. This cannot fail to bring you a great number of new customers—good customers who are always anxious to keep their cars in good condition.

You will get acquainted with them—even if they don't need relining. You can at least "ask 'em to buy" some specialty.

Get in on this. We'll get the motorist into your garage—you'll do the rest. Get in touch with your distributor today. His name appears on the next page.

The last page of the insert lists the distributors in the various States.

The second insert of the series was in black, green and red. The first page showed the outstretched hand and in front of it are small pictures of men reading newspapers. The only words are

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Lining ad-
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will run a
newspaper
Each will



The 49th State

—Add this new commonwealth to your map. It's a circle—radius 150 miles.

Call it "Globe-Democrat Influence." The capital is St. Louis.

The population exceeds 4½ millions. The wealth is based on a wider variety of natural resources and industry than any other state can show.

The Globe-Democrat serves the entire 49th state. No other single newspaper even claims such coverage.

St. Louis
the City with
\$87,000,000
to spend on
Municipal
Improvement

COLUMBIA MO.

Home of Missouri State University

—Here is a remarkable test-town for merchandise. Besides her stable, highly cultured residents, Columbia has students from all over the state and nation. The student bodies of the University and two Women's Colleges bring the population up to about 13,000.

Columbia is well-to-do, with bank deposits aggregating \$4,494,125. In addition to her educational and manufacturing pursuits Columbia is active in a mercantile way.

- | | |
|-----------------------------|--------------------|
| 40 Grocery Stores (Retail) | 11 Drug Stores |
| 3 Groceries (Wholesale) | 4 Hardware Stores |
| 19 Auto Dealers and Garages | 6 Shoe Stores |
| 6 Building Material Dealers | 5 Jewelers |
| 8 Dry Goods Stores | 2 Furniture Stores |
| 5 Men's Furnishing Stores | 4 Stationers |
| 7 Confectioneries | |

Columbians and Columbia students represent really a cosmopolitan buying group. They live well. They buy well. They buy in Columbia and in St. Louis.

And the Globe-Democrat has twice as much circulation in Columbia as any other out-of-town newspaper. . . . Think of this influence.

Globe-Democrat

St. Louis' Largest Daily

F. St. J. Richards,	New York
Guy S. Osborn,	Chicago
J. R. Scolaro,	Detroit
C. Geo. Krogness,	San Francisco
Dorland Agency, Ltd.,	London
Asso. American Newspapers,	Paris

"They are reading your name!"

The inside spread has a picture of a large newspaper through which automobilists are driving into a garage. "The open door to your garage" is the headline, followed by text describing the value of the newspaper campaign. The last page again carries a list of distributors.

The third insert, in brown, yellow and black, shows the outstretched hand against a background of a garage door. "Bringing this hand to your door" is the caption. The inside spread again features the newspaper campaign with pictures and descriptions of eight products. Again the list of distributors takes up the fourth page.

There are several things about these inserts that are notable. The first feature that strikes the reader is that the inserts are remarkable from the standpoint of beauty. Each one is in three colors—each one is really a four-page illustrated letter directed to the dealer. In presenting its plans to its partners, the dealers, the company has not stinted on expense and this fact will go a long way toward giving the dealer a sense of real participation.

A second feature is the "you" angle. All the copy emphasizes the value of the campaign to the dealers and shows them how it will work out for their benefit.

The third, and most important feature, is the fact that the company has gone to its dealers in advance, in mediums that have the dealers' active interest, to talk over plans for the year. This is real partnership because it lets the dealer into the private office before the consumer knows what is going to happen. It gives him an opportunity to get his own plans ready to take care of the business that will come to him.

Of course, the company is selling the campaign to him through a booklet distributed to dealers all over the country, and one of the big features in this booklet is a section taken up with samples of the three inserts mentioned above. All along the line the company is showing the deal-

er that it is with him, that it is giving him the best of its advertising campaign, that it considers him to be one of the big factors in Johns-Manville business. It is doing these things by the natural process of announcing its plans beforehand to him through his own business papers. Once he is thoroughly informed concerning what is going to happen, he is prepared to get the full benefit from the newspaper and magazine campaign that is to follow.

The Johns-Manville campaign is an excellent example of a complete advertising campaign in which every step is carefully thought out in advance. To have sprung the campaign without adequate preparation on the dealer's part would have been a waste of money. Today the company is sure that dealers are getting behind the newspaper campaign, ready to cash in on the fact that their names appear in each piece of copy in their sections.

Business-Paper Campaign for Suncrush Fruit Juices

A business-paper campaign is being conducted by the California Crushed Fruit Company, of Los Angeles, Cal., to obtain distribution for its fruit juices which are sold under the trade names, Suncrush Orange and Suncrush Lemon. These products are shipped in barrels and jugs.

Business publications reaching the soda fountain, drug, baking, hotel, restaurant and ice cream manufacturing trades and hospital journals will be used. The advertising is under the direction of Philip J. Meany, of Los Angeles.

E. N. Rowell Joins "Good Hardware"

E. N. Rowell has joined the advertising staff of The Butterick Publishing Company, New York. He will represent *Good Hardware* in the New York City territory. Mr. Rowell previously was with *The American Legion Weekly* and at one time had been with *Factory*.

Trunk and Insurance Accounts for Peck Agency

Osterweil Brothers, Inc., Newark, N. J., manufacturer of Pax-Rite Trunks, and the World Mutual Casualty Insurance Company, of New York, have placed their advertising accounts with The Peck Advertising Agency, Inc., also of New York.

MEMBER ASSOCIATED PRESS

MEMBER A. B. C.

PUBLISHED IN BOSTON AND READ THROUGHOUT THE WORLD

Reader Coöperation Increases Number of National Advertisers

DURING February, 1923, the following manufacturers of nationally distributed products began to use The Christian Science Monitor as an advertising medium:

C. Richard Anderson, (Honey)
Northfield, Minn.
Barton Collingwood Co., Inc.,
(Mfrs. Shoes & Sandals)
Endicott, N. Y.
Boyden & Smith Ltd.,
(Paper Makers)
London, England
Joseph Boyle, (Eggs & Day-Old
Chickens)
Lancashire, England
Brunswick-Balke-Collender Co.,
(Phonographs & Records)
Chicago, Ill.
Chippewa Falls Corporation,
(Spring Water)
Chippewa Falls, Wis.
Arthur J. Collins & Son,
(Rose Bushes)
Morristown, N. J.
Diamond Calk Horse Shoe Co.
Duluth, Minn.
Earnshaw Press Corporation,
(Printers & Mfrs. of Stationery)
Boston, Mass.
J. Edwards & Co., Ltd.,
(Gowns, Wholesale)
London, England
D. B. Fisk & Co., (Flaskhats)
Chicago, Ill.

The H. W. Gray Co.,
(Music Publishers)
New York, N. Y.
Home Delicacies Association,
(Pied Piper Sweets)
Chicago, Ill.
Honey Bea Candy Co.,
(Mfg. Confectioners)
London, England
Metal Egg Crate Co.,
Fredericksburg, Va.
The Moulton Products Co.,
(Soap Mfrs.)
Chicago, Ill.
Olds Motor Works, (Oldsmobile)
Lansing, Mich.
L. H. Paterson Co.,
(Automobile Visors)
Oakland, Calif.
L. B. Sheffield, (Sheffs Syrup)
Richmond, Va.
Louis T. Stevenson Co.,
(Glassine Paper)
New York, N. Y.
Tompson Stropper Sales Co.,
(Razor Stroppers)
Kansas City, Mo.
Toone & Dexter, (Mfrs. Printed
Nets, Laces, Etc.)
Nottingham, England

Twenty-two new advertisers—almost one for every business day of the month. Thus the Monitor's national advertising increases steadily—and a leading reason for this increase is the co-operation of Monitor readers with Monitor advertisers.

Frequently a manufacturer or merchant advises us that he has had a letter from a Monitor reader, telling of a purchase of goods which followed the reading of his advertisement in the Monitor. These letters reveal to advertisers the value of their publicity in this "International Daily Newspaper," and aid in increasing the number of advertising messages published daily in the Monitor.

The Christian Science Monitor

An International Daily Newspaper

The Christian Science Monitor has Advertising Offices in Boston, New York, London, Chicago, Cleveland, Kansas City, San Francisco, Los Angeles and Seattle.



Pointed Remarks About Wasteful Advertising by~

HON. SIDNEY ANDERSON

MR. ANDERSON was Chairman of the Joint Commission of Agricultural Inquiry that made the most remarkable and valuable study of distribution costs ever made by a governmental agency.

"THERE has been a feeling that everything produced could be sold to everybody everywhere. We would not think much of the General who carefully placed his batteries at the strategic points and then directed them to fire in the general direction of the enemy without knowing where the enemy was."

"I think we ought to take the measure of the customer and build our suit to fit him."

"I plead for more knowledge of distribution, and the relationship of the agencies which constitute its machinery, and through such

THE ASSOCIATED BUSINESS PAPERS, INC.
100% A. B. C. Audited — Reaching 54

knowledge and sound experimentation, for the development of the means and facilities that will avoid waste and promote economic distribution at the lowest cost."

A. B. P.

The conclusions to be drawn from the investigations of Mr. Anderson's Commission are that all advertising and sales effort **MUST** be more highly **SPECIALIZED**, if the mounting costs of distribution are to be cut down.

That Concentration beats Diffusion of effort is a primary principle, but sometimes when men begin to think in current advertising terms, they get this principle reversed.

If you really want to make an auspicious start towards cutting distribution costs, use the most highly specialized and wasteless advertising machinery known—the **A. B. P.** type of business paper.

Aim your advertising "guns" at **YOUR** buyers and nowhere else. Specialize the copy appeal and put it in the Business Papers reaching only the fields you desire to cultivate—papers with the highest known degree of **READER INTEREST**.

Groups of buyers, buying hundreds of millions annually, can be reached effectively through **A. B. P.** papers for a few thousands of dollars. Cut out the waste — **CONCENTRATE**.

"Member of The Associated Business Papers, Inc.", means proven circulations, PLUS the highest standards in all other departments.



Headquarters, 220 West 42d Street • New York
Different Fields of Trade & Industry

NORTHWESTERN BUSINESS BAROMETER



Business Prospects in Minnesota Brightest in Four Years

GILBERT GUSLER, editor of the Business and Markets Department of **THE FARMER**, has prepared an analysis of fundamental farm conditions. He finds that the farmers' position is better than it has been in four years, unless Europe falls. Every executive should read this report. It contains clear, concise information you need. Just drop a line to **THE FARMER** for your copy.

**Northwestern
Farmers and
Businessmen
are Pulling
Together.**



MORE than 1,000 Northwestern farmers, bankers, and businessmen came to St. Paul for three days during the first week of March to confer on mutual problems. These men came at the invitation of The Minneapolis Tribune and **THE FARMER**, who cooperated with Pres. J. F. Reed of the Minnesota Farm Bureau Federation. Read **THE FARMER** every week and keep posted on the events of tremendous importance which are resulting from these meetings.

**Write for your copy of Minnesota
Farm Facts and Figures—a
124-page book.**

**Cows, Clover,
Cooperation
Spell
Permanent
Prosperity.**



BLUE EARTH COUNTY (Minn.) farmers bought more than 100 purebred sires during February. Mower, Nicollet, and Todd Counties (Minn.) are organizing, and soon there will be 300 new purebred sires on the farms of these counties. For years **THE FARMER** has been conducting an educational campaign urging Northwestern farmers to head their herds with purebred sires and is cooperating actively in the sales campaign, designed by breeders' associations, county agents, farm bureaus, bankers, and businessmen to cash in on this foundation.



**We'll Be in
the Fields
Again Soon.
Plan-Making
Time Now.**

THESE are busy days for editors of **THE FARMER**. Folks are busy planning their work for 1923, and are asking lots of questions. Advertisers report many excellent inquiries and gratifying increases in sales as a result of campaigns in **THE FARMER**.

**Don't Forget
the Chicken—
Champion
Profit-maker
Just Now.**



NORTHWESTERN farmers look to **THE FARMER** for dependable and unbiased advice, for they appreciate that Prof. A. C. Smith is recognized as an authority everywhere. They know he is not connected with any commercial concern, and as head of the poultry husbandry department of the Minnesota College of Agriculture, serves them without prejudice or consideration of his personal profit.

THE FARMER

The Northwest's Only Weekly Farm Paper

WEBB PUBLISHING CO., St. Paul, Minn.

Eastern Representatives:
Wallace C. Richardson, Inc.
95 Madison Avenue
NEW YORK CITY



Western Representatives:
Standard Farm Papers, Inc.
1109 Transportation Bldg.
CHICAGO, ILLINOIS

**Largest Circulation—Lowest Cost—"All You
Need to Cover the Northwest"**



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When Futuristic Illustrations Have a Place in Advertising

Odd and Eccentric Interpretations and Techniques That Can Be Turned to Good Account Furnish the Means for Departing from the Conventional

By a Commercial Art Manager

LAST spring a manufacturer of sport clothes put one model in each salesman's trunk, violent as to color and freakish as to design, more as a joke than anything else. It was not believed that women would buy them or dealers give them a moment's consideration. They constituted a novelty to perk up the line.

This model was the biggest seller of the year. The factory made little else. It became almost an international vogue. "Women simply went crazy over it. You never can tell," was the verdict of both salesmen and buyers.

Embellishing an advertising campaign has many points in common with the above. Radicalism in illustration may not be satisfactory as a steady diet, but it serves well to "perk up the line."

Pages in color in women's publications for Wesson Oil have possessed a touch of the whimsical, the futuristic. These designs were suddenly released, just when the trade believed that Wesson advertising had settled into a comfortable artistic poster rut.

Some there were who have gasped at these pages. They were all picture, with no more than a line or two of descriptive text. They might have been clipped from some French magazine. There was nothing typically American in any phase of them.

Then slowly the reaction set in. It was observable that Wesson Oil advertising received more than the ordinary amount of notice. Dealers mentioned it. The consumer smiled tolerantly and sensed something absolutely new. Everybody agreed that Wesson advertising had "struck something entirely new" and was stronger because of individuality. There was no clash with competitors. A

Wesson page belonged irrevocably to Wesson and to no other company. Is there a better art recommendation than this, when all is said and done?

For a generation the campaigns in behalf of hosiery for women had followed certain accepted ideas in the matter of illustrative effects. As a consequence it was sometimes difficult for the average consumer to distinguish one series from another at first glance. Their atmospheres were cut from the same bolt of cloth.

ADVERTISING HOSIERY WITHOUT SHOWING THE PRODUCT

Then came a special futuristic campaign of color pages for McCallum. The conservatives gasped. Many of the designs did not show hosiery at all. The women of the paintings were of another world. They wore clothes that were exotic and amazing. And now and again the artist decided to suggest green complexions! "How terrible!" complained the conservatives. "Who ever heard of women with green skins. Everybody knows complexions are an exquisite, pearly pink. Has this advertiser gone mad?"

The McCallum campaign persisted, seemingly unconscious of the criticism. There was psychology in the selection of a futuristic school of advertising art. Study of fashion magazines, styles for women and the modern trend and mood, convinced the advertiser that a radical change, once every so often, was a good thing.

The supposition proved correct. McCallum advertising has been immensely successful and popular—with women. What men think hasn't much to do with it. For these designs, for all their eroti-

cism, were beautifully executed. They had vigorous decorative qualities. Beneath their fanciful colorings there was sound draftsmanship. And they *were* distinctive.

The only time, incidentally, that exotic or futuristic art becomes really objectionable is when the

signs have shown weird figures against equally weird background effects, while still retaining the interest of the reader. These excursions into new forms and schools are most profitable when their poster possibilities are realized. Thus unconventional zones of light and shade, placed in startling contrast, make for eye interest.

There is futurism in several recent Ide Colar displays, secured by a remarkably roundabout course.

First, original paintings were made by a stylist—a painter whose technique had created quite a stir because of the peculiar manner in which he secured his effects. Detail was missing in these illustrations, and by laying on broad, bold strokes with the brush, values were vastly simplified. But to carry the individuality of the series considerably further, scratchboard drawings were now made from the paintings, preserving the same individuality of handling. Values are put in with a brush, in black, and highlights cut out, in imitation of wood-cut. As a matter of fact, it is exceedingly difficult

to tell the difference.

By no other process, we believe, could the painter's technique have been reproduced for line reproduction. People marvel at the Ide illustration and fail to understand how it is accomplished. The veriest novice, however, sees that it is something radical, yet altogether appealing to the eye.

Almost as much skill is required in making a scratchboard drawing as cutting on a block of wood. A "scratchboard" is chalk surfaced paper. The chalk surface is treacherous and errors are not easy to rectify. But the results are invariably interesting.

A restaurant in New York—



BEACH KICKS

THE REALLY SATISFACTORY BATHING SHOES

Could you imagine anything more trying, more costly of course in a perfect disguise, than having the sole come right off one's bathing shoes? And then to have one's delicate toes so soiled, with a superior air, "It couldn't possibly have happened if you'd been careful to buy Beach Kicks—why sole never come off!"

When you go—the next day—to buy them for yourself, you will see that Beach Kicks have rubber sole-venting and light—vent on to appear of fascinating smoothness and finished with comfortable leath. All except the least expensive Beach Kicks are made over half—just like your street shoes—so that they hold their shape and their soles through any amount of walking and swimming.

Low shoe-colored and strap pump styles—of the same elegance of light high shoes—there are smart fashions in all colors in Beach Kicks. Ask for them by name and look for the name on the sole—they are sold in good stores everywhere and the fine extra minutes spent looking for them are paid back with interest in added smartness and durability.

WILLIAM GREENGLASS & SONS
21 West 44th Street, New York
Sole Importers



Look for the name on the SOLE



The SOLE is as good as SAT

THOUGH THERE IS MUCH TO INTEREST THE EYE BY NOVELTY OF TREATMENT, YET THE PRODUCT IS THE CENTRE OF ATTRACTION

artist covers up lack of knowledge with trick technique. Nothing ever excuses poor drawing. We do not think the time will ever come when advertising can present planes of light and shade and label it "Study of a Woman at a Kitchen Cabinet." There is a sharp public reaction against the utterly futile and far-fetched.

Distorting the human figure, within reason, has been done successfully, but the best examples of this invariably suggest, in some subtle way, that the artist could do the normal figure in a thoroughly competent manner if he so desired.

Many Vivaoudou perfume de-



First!

SINCE January 1st, THE WORLD has gained a total of 394,187 lines of advertising, which was:

16% in excess of last year's gain during the same period.

63% of the entire gain of the morning—Sunday field.

43% of the combined morning—Sunday—evening gains of the city.

303,359 lines in excess of the gains of its nearest competitor.

And it was the tenth consecutive month during which THE WORLD stood *first* in its gains.



MALLERS BUILDING
CHICAGO

PULITZER BUILDING
NEW YORK

FORD BUILDING
DETROIT

"The Crillon"—undertook to advertise in magazines, it being the belief of the proprietors that these messages would influence visitors to the metropolis. But it was at once obvious that because of necessarily limited space no ordinary type of campaign could hope to command the necessary attention.



USE OF THE FUTURISTIC TREATMENT IN
A SMALL-SPACE NATIONAL CAMPAIGN

Finally a series was prepared along purely futuristic lines, and a limited appropriation was made to make a deep and lasting impression, due to the absolute originality of the displays. Since nothing just like them was appearing, the reader was compelled to investigate. The strange designs were irresistible. Their character also served to suggest that The Crillon was no commonplace restaurant but one of those "queer" places sought by strangers in New York.

Analyzed, illustrations of this character might be looked upon as absolutely meaningless. In the case of the series referred to above, bizarre arrangements of white and black, in the most amazing shapes, could not have carried any special significance, despite the fact that your futurist artist is most emphatic in declar-

ing that they are all symbols, a filled with meaning. But such compositions do catch the eye, and in this respect they make a display "stand out."

Where the product holds imaginative possibilities, such as perfumes, the futuristic artist has a very valid place in the scheme of things, for the appeal is largely to the exotic side of the prospect.

Robert Louis Stevenson once said that his preference was for fiction written around far places seldom visited by the reader, because most people, when they pick up a book, want to be transported out of themselves and away from environments they know only too well, to mystic and emotionally enticing realms of adventure. The more prosaic a man's business and life, the more surely he gravitates to spiced isles and golden domes of the Far East.

The futurist never dabbles in the conventional. He stimulates imagination. He is a sort of conjurer of the brush and pen. He wafts people out of themselves and into fairyland, where nothing is quite real. He gains his effects by throwing tradition to the winds. Nothing that is too real, too materialistic, interests him. He wants to take the mind and the eye on a pictorial joy-ride.

The chief argument in favor of the unusual in advertising illustration, however, is the constant need of variety.

B. F. Goodrich Company Shows Gain

The B. F. Goodrich Company, Akron, O., footwear, rubber goods, tires and tubes, reports net sales in 1922 of \$93,649,710 as compared with \$86,687,339 in 1921, and net profits, after charges, depreciation and interest, of \$3,047,769 in 1922, in contrast with a deficit of \$8,983,401 in 1921; and profits of \$921,248 in 1920 and \$17,304,813 in 1919.

P. S. Redford Leaves Mueller Furnace Company

Percy S. Redford has resigned as sales manager of the L. J. Mueller Furnace Company, Milwaukee. Mr. Redford was formerly manager of general sales of The Monitor Stove Company, Cincinnati.

The Star carried more
advertising for St. Louis
exclusive Women's Apparel
Stores in 1922 than any
other local newspaper ~

The reason ——— it's
substantial circulation
produces an exceptionally
large volume of desir-
able business ~ ~ ~



National Advertising Representatives
STORY, BROOKS & FINLEY

New York

Chicago

Philadelphia

St. Louis

Los Angeles

San Francisco

In 1,000,000

From the December
1922, Journal of
Clinical Medicine

December, 1922

EDITORIAL DEPARTMENT

868

THE CARE OF THE BABY

It was Oliver Wendell Holmes, we believe, who said that the education of a boy should commence with his grandfather. Doctor Holmes might have gone back several generations more. He might properly have included the physical training and care, and he might have given the benefit of his splendid advice to girls as well.

Unfortunately, it is impossible, in any given case, to go back to the grandparents and we must attempt to do the best we can in the raising and educating of our children.

That this subject is of paramount importance and that people are acquiring more and more sane views on the subject, is evident by the numerous lay publications that contain articles on the subject. It is evidenced that in spite of immense mass of misinformation, also in some of our daily newspapers, also in some of our magazines and pseudo-scientific publications. Unfortunately, such misinformation will produce harm in many instances and we conceive it to be the clear duty of the physician to instruct his patients, his friends and the public concerning the proper care of infants—even as it is his manifest obligation to teach right living and right thinking, in short, everything tending to preserve health (physical and mental) and, where it is lost, to regain it.

The *Delinestor*, we note with keen interest, is publishing a series of articles edited by Dr. L. Emmett Holt and dealing with the care of the baby. The first two articles of this important series covered the subjects of prenatal care and the care of the baby at birth. The article in the September issue is entitled "The General Care of the Baby". Later articles, we are informed, have to do with every step in infancy and childhood up through the formative years of early youth.

In addition, the scientific knowledge of America's foremost specialists in baby care and child welfare will be made available to *Delinestor* readers in the form of pamphlets. The first of these, "Saving Life by Prenatal Care," by Dr. Ralph Leberstine, can be procured by sending ten cents in stamps, addressed, Child Health Department, *The Delinestor*, New York.

The article in the September issue, to which we have referred, says, truly, that a baby is a very delicate piece of machinery—much more complicated than any automobile. An automobile will not often be entrusted to the tender mercies of somebody who knows nothing about mechanics as well.

enclosed mechanics are employed. Regarding the baby, the devoted mother, feeling herself incompetent, especially with her first born, will accept all sorts of gratuitous advice given by women friends, by kind neighbors who may claim to know all about babies, seeing that "they have buried ten of their own", and especially by benevolent spinsters who, never having had children, know all about raising them. The first injunction to a young mother, the writer of this article says truly, is: "Get the best medical advice that you can, and follow it. Turn a deaf ear to suggestions from all other quarters."

A young baby is very easily molded. In consequence, it is of the greatest importance to develop good habits and the time to commence molding the baby's habits is immediately after its birth. Regularity in eating, sleeping, bathing, outing; in short, regularity in everything is of paramount importance, not only for the benefit of the baby itself but also for that of the mother, the father and the entire family.

The discussion that we find in this September issue of *The Delinestor* is full of good sensible advice. Physicians will do well by their patients if they will urge them to procure this series of articles in this interesting magazine in which this series of articles is appearing.

The great difficulty lies in the way of instructing our patients undoubtedly lies in the fact that it is difficult to express our views and convictions on any medical subject in words of one syllable, as it were. We are prone to answer questions on almost any subject relating to disease and disease prevention by a long and involved dissertation in which we intersperse freely Latin and Greek terms as an indication of erudition. That is supposed, of fact, it arouses the ridicule of those gifted with a sense of humor.

It incites a suspicion of ignorance or at least of unclear thinking. Anybody who is thoroughly familiar with a subject can discuss it in simple terms, unless, indeed, the subject is very abstruse. Usually, however, the matter of preserving our health and that of our children is not a very abstruse and impenetrable one. It entails largely the exercise of certain functions based upon the knowledge of certain fundamental facts. That being the case, it behooves us, if we do not know, to learn how to express simple matters simply. It is no credit to our reputation for wisdom to indulge in high-sounding and incomprehensible phrases. Our reputation for possessing knowledge will be enhanced much more if we are able to communicate information to the lay

homes - an authority!

"*The Delineator*, we note with keen interest, is publishing a series of articles edited by Dr. L. Emmett Holt, and dealing with the care of the baby. The first two articles of this important series covered the subjects of prenatal care, and the care of the baby at birth. The article in the September issue is entitled 'The General Care of the Baby.' Later articles, we are informed, have to do with every step in infancy and childhood up through the formative years of early youth.

"In addition, the scientific knowledge of America's foremost specialists in baby care and child welfare will be made available to *Delineator* readers in the form of pamphlets. The first of these, 'Saving Life by Prenatal Care,' by Dr. Rolph Lobenstine, can be procured by sending ten cents in stamps, addressed Child Health Department, *The Delineator*, New York.

"The discussion that we find in this September issue of *The Delineator* is full of good sensible advice. Physicians will do well by their patients if they will urge them to procure the issues of this interesting magazine in which this series of articles is appearing."

*An Effective medium
for your message -*

The DELINEATOR
Butterick-Publisher



Three Things

Three things are desirable in magazine printing—location of the printing plant that is a central shipping point, large equipment that makes prompt delivery possible, an organization of expert workmen that delivers a high quality of product on the hour as a matter of course.

We have them all. Our assurance is that in twelve years we have built a business that keeps busy a million dollar plant.

We are near enough to large publication centers for convenience; far enough away to escape high overhead charges.

Fine catalogues and large editions of advertising matter are a part of our output

NATIONAL CAPITAL PRESS
1210-1212 D Street N.W., Washington, D. C.

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A New Method of Use Can Sell a Highly Competitive Product

Tea, Packed in Balls, Explained in Newspaper Copy, and One Company Is Oversold

WHEN a manufacturer is selling a new product, or a product to which news value has been added, it is not difficult to discover the right copy angle. The added idea has often automatically created advertising campaigns. When a man is marketing such a prosaic and widely used product as tea, however, unless some news value can be given to the product itself or the method of its use, it is difficult to stir the reader's imagination very much.

The Tao Tea Company, of New York, has added a decided new value to its copy by emphasizing a better way of using the product. The product itself is by no means new. The associates of the corporation come of a family of tea growers and tea experts. They have known that there is a demand among the tea packers of the world for the tiny bud leaves at the top of the plant, what is known as "flowery orange pekoe." But they were unable to capitalize on this demand until they came across the idea of packing "flowery orange pekoe" in tea balls. The vice-president of the company has related the story in this manner:

"We found by investigation that the average family, consisting of three or four members who drink tea once a day, consumes about forty-five to fifty cents worth per week, if it is buying any of the good quality of tea. But the average housewife wastes a considerable amount of tea because she throws tea into a teapot without apparent rhyme or reason. Even if she did not waste it, the average housewife would require at least forty cents worth of ordinary good tea for her family for one week.

"With a tea grown only from tiny seeds from the top of the plant, we were able to pack the tea balls uniformly. We knew that the average family could get three

or four or more cups of tea from each tea ball. A twenty-five cent package of our tea balls would give this family a required number of cups of tea for ten days for the twenty-five cent expenditure as against about forty-five cents for one week with the old method of

**Stop
Wasting Tea
USE
TAO TEA BALLS**



It is no longer necessary to make the majority in the old-fashioned way. It is no longer necessary to win a pound of tea weekly to make three or four cups of tea a day.

The Tea Balls, besides taking the guess out of tea making, are giving a better, a safer

TAO TEA, a pure Flavour Orange Peel Blend

For because of the new and better way of growing and curing—the TAO TEA BALL—TAO can be had at even less cost than an ordinary good tea.

TAO TEA, packed in standard green bags—of superior quality—offers all the advantages of superior grade tea at low cost. It is the richest, best way of getting tea. It means this fine blend goes to your table directly, as we have blended and packed it for you.

Give TAO Tea Ball with your friends to have cups full of fine delicious Tea—and it costs

QUALITY-ECONOMY-CONVENIENCE

Remember TAO TEA is a tea of more than superior quality—it is quality experience. The master Supreme, Supreme and Supreme truly surpass ordinary good tea. Its summary is made possible partly because of the rare and better way of packing and serving. To make Tea Tea Well is attached our trade-mark Tea Tag, which is a mark of quality.

**Ask Your Dealer Today
For Tao Tee Balls**

Demanded Yoo Yoo when you first met
YAO YEA CO., INC.

THE MATTER OF USE EXPLAINED AND CONTRASTED IN NEWSPAPER COPY

making tea. Our forty-five cent package based upon the amount the average family is now spending for a week will last the same family for twenty days.

"Our tea caddy, a lacquered tin caddy about 6½ inches high, containing fifty tea balls, retails for \$1.00. This package will last the average family fifty days, whereas the same family is now spending approximately \$2.00 a month."

The copy in which the tea-ball method is being emphasized, says, "It is no longer necessary to make tea wastefully in the old haphazard way. It is no longer necessary to use a pound of tea weekly to make three or four cups of tea."

a day. Tao Tea Balls besides taking the guess out of tea making, are giving a better, a uniform and a more delicious tea. Tao Tea is not ordinary tea. It is blended from specially selected tiny leaves—bud leaves, plucked from the tops of rare tea plants grown on hilltop gardens. Tea experts call it Flowery Orange Pekoe. Few except tea experts have had an opportunity to enjoy such tea heretofore. No coarse, fibrous, metallic-tasting leaves are used. Tao never becomes bitter, no matter how long it brews. Tao is a pure flowery orange pekoe blend."

Illustrations for copy such as this compare the old way of dumping a handful of tea into the teapot, with the new way of steeping a bag of Tao Tea.

The ten-ball tin to make thirty or forty cups and the twenty-ball tin to make sixty to eighty cups are both illustrated and featured in the copy.

A window display and a complete set of store advertising are being offered to every dealer who orders a case or more. Moreover on this introductory order fifty samples consisting of a glassine envelope with two Tao Tea Balls in each are given to the retailer for his own distribution. At the present time Tao Tea is being advertised in a list of eighteen papers in Eastern States. A representative of the company states:

"At the present time we are confining our activity to New England, New York, New Jersey, Pennsylvania, Maryland and the District of Columbia, and this is all the territory we will be able to cover until 1924 when some new gardens will start to yield. By planting new gardens each year we hope ultimately to be able to extend our distribution throughout the entire United States."

The advertising that features the method of using the product has resulted in the company being oversold at the present time.

Joins Omaha "Bee"

T. G. Devaney has joined the advertising staff of the Omaha, Neb., *Bee*.

Ice Association Advertises for Year Round Sales

The Ice Publicity Association of Philadelphia and Vicinity, Inc., is using space in newspapers of Philadelphia and surrounding territory, to increase the use of ice the year round. The copy shows a large block of ice in the corner and the heading of a recent piece was, "Saving by Spending." The thought was that by spending for ice the housewife saves food. The closing line is, "See your ice man," and the copy is signed with the incorporated name.

Baton Rouge, La., Photographer to Advertise

Ewing, Inc., commercial photographer of Baton Rouge, La., will conduct a campaign in magazines and farm papers to advertise its camera finishing service. This advertising will be directed by The Chambers Agency, Inc., New Orleans advertising agency.

B. Olney Hough Becomes Export Consultant

B. Olney Hough, for many years editor of the *American Exporter*, New York, has resigned to establish his own business under the name of B. Olney Hough, Inc., export counselor and consultant, New York. He will, however, retain the title of contributing editor.

Will Join Dorrance, Sullivan Agency

William Wathall, art director of the retail advertising department of Marshall Field, Chicago, has resigned and will join the New York staff of Dorrance, Sullivan & Company, advertising agency, on or before April 1.

New Health Magazine in Northwest

The *Northwestern Health Journal* is the name of a new monthly publication sponsored by the Minnesota Public Health Association, St. Paul, Minn. J. R. Bruce is business manager and J. J. Cohen is editor.

American Woolen Earnings Increase

The American Woolen Company, Boston, reports net profits, less reserve for taxes, of \$9,531,925 in 1922, as compared with \$9,192,621 in 1921; \$6,855,259 in 1920; \$15,513,514 in 1919, and \$12,324,084 in 1918.

W. K. Wilson Joins Griffith-Stillings

William K. Wilson, formerly of the advertising staff of the American Optical Company, "Wellsworth Glasses," Southbridge, Mass., has joined the advertising business of Griffith-Stillings, Boston, as managing director.



Selling transportation via *Giant Ads*

FOR some time the Baltimore & Ohio Railroad has been a consistent national advertiser. Just as consistently they have backed up this advertising with Giant Ads (enlarged facsimilies of the magazine advertisements).

They use the periodical advertising to arouse interest in a trip to Washington and a desire to visit the points of interest. They rely on Giant Ads, posted in their stations and ticket offices to re-awaken that desire—*where tickets are for sale*.

You may not own a railroad. But if you are a magazine or newspaper advertiser and have twenty-five or more retail outlets, branch stores, or display rooms, you will find that Giant Ads will do the same job for you that they are doing for the B. & O.—consummate into actual sales the interest aroused by your periodical or newspaper advertising.

If you are interested in using this plan to increase the return from your advertising, write for descriptive booklet, rate card and samples.

NATIONAL PROCESS COMPANY, Inc.

117-119 East 24th Street, New York

Phone: Mad. Sq. 3680

Philadelphia Office: 1420 Chestnut Street.

Phone: Spruce 1173

Pittsburgh Office: Century Building.

Phone: Smithfield 1162

GIANT ADS

The Human Side of Production Management

The Proper Management of Men the Most Important Factor in Business

By Charles R. Hook

Vice-President and General Manager, The American Rolling Mill Co.

OUR problem today as I see it, especially in America, is not just more production, but more units of production per man-day. If I am correct in this statement, then our problem is divided into two parts, one dealing with improved machinery to reduce the number of men needed per unit of product and the other affecting individual efficiency and reward.

The human side of this production problem is the most important because you can have the most wonderfully located, scientifically constructed and beautifully laid-out plants imaginable, but they are absolutely useless and valueless without men.

I find too often that chief executives feel that it is not their particular responsibility or function to concern themselves about the human side of production. *Their* job is to find a production manager, watch the cost sheets, and hold him responsible. Fine in theory, but rotten in practice.

It is my intention to waste not a minute of your time discussing or presenting the moral side of the question. God gave each one of us that thing we call a conscience, and you and I know without anyone telling us when we have discharged our moral obligation to our fellow-worker as far as it is physically and financially possible for us so to do.

It is absolutely unnecessary for us to give consideration to the moral or sentimental factors involved in order to prove that the general management cannot sidetrack its responsibilities in connection with the proper supervision of the welfare of its producing personnel. It is an economic necessity and the extent to which this

fact is recognized is reflected in the financial statement of the company.

Do not misunderstand me. Proper recognition of the human factor in production will not compensate for bad planning, poor lay-outs, improper processing, bad factory location and the hundred and one other things which affect the profit and loss statement, but it does have a tremendous influence in balancing these very things.

It has been our observation that where careful thought and consideration have been given to the human side of production management, these other factors have likewise had intensive study.

The human side of production engineering is a study and application of simple and practical psychology.

INDIVIDUAL IS REPRESENTATIVE OF THE GROUP

If the production management and the general management would stop and study their own history, reflect on what they have felt and seen, they would conclude that we are all more or less encouraged or discouraged, enthused or depressed, and angered or pleased by pretty much the same things. Assuming this to be the case, it is only common sense to adopt policies with respect to our producing organization and lend our support to community activities which we know would bring out the best in us if we were "the man on the job."

Possibly you will question the propriety of injecting into this discussion the matter of community activities; however, the effect of local public spirit, respect for law, the schools, housing condi-

(Continued on page 84)

From an address before the American Management Association.

IN ADVERTISING CIRCLES



No. 4

Whitman's Sampler

200,000 Copies
But—a Million Readers

LIFE

"Success

Q In Chicago, there are six good newspapers.

And . . . while various combinations are used by prominent grocery advertisers . . . it is a significant fact that the **HERALD AND EXAMINER** is invariably found in the first-line trenches of most of the *successful* national campaigns.

Merely as a matter of record, we have listed the names of a few representative grocery accounts which, during 1922, accorded the **HERALD AND EXAMINER** *more* lineage than any other Chicago newspaper.

Chicago Herald and Examiner

Sunday net paid circulation
... OVER A MILLION

insurance"

Q American Fruit Growers
 American Health Food Corp.
 Atmore & Co.
 Bluine Mfg. Co.
 California Pear Growers Assn.
 Calumet Baking Powder Co.
 Cereal Meal Corp.
 Chicago Mercantile Exchange
 Cudahy Packing Co.
 The Fishback Co.
 Fruit Puddine Co.
 Genesee Pure Food Co.
 Heinz & Co. Spaghetti
 Heinz & Co. Fig Pudding
 Kellogg's Corn Flakes
 J.L. Kraft & Bros.
 Larabee Flour Mills Corp.
 Mickelberry's Food Products Co.
 National Biscuit Co.
 Nucoa Butter Co.
 Dr. Price's Baking Powder Co.
 Royal Baking Powder Co.
 Rub-No-More Co.
 Sun-Maid Raisin Growers
 Tebbetts & Garland
 Thompson Malted Food Co.

ld and Examiner



NEW YORK: 1819 Broadway

SAN FRANCISCO: Monadnock Bldg.

tions, and opportunities for healthful, character-building recreation have such a tremendous influence on the attitude and efficiency of the industrial worker that they must be given positions of importance alongside all the other factors that count for right thinking, right attitude and efficiency inside the plant.

Is it reasonable to believe that the worker will be inclined to respect the laws that protect the property of the employer when the employer in turn considers the constitution a scrap of paper and its provisions to be treated in his case as a matter of personal opinion and personal liberty? Is it reasonable to suppose that the manager who encourages the law-violating bootlegger will effectively secure the respect and co-operation of those whom he is endeavoring to urge to increased effort and efficiency? No.

With community conditions right, the man approaches the employment department in a happy frame of mind and receptive to constructive influences in the plant.

Have you ever noticed what a difference a porter can make in at least your temporary attitude toward a railroad? It takes a very little bit of thoughtfulness to make a trip pleasant or a bore. A happy, smiling porter, efficiently looking after your comfort and the cleanliness of the car, just naturally influences you to be a little more careful of his company's property. Somehow you feel it just isn't right to cut the towels of that railroad with your razor.

If a man in the humble position of porter can influence the attitude of big business men toward a railroad, what can the employment man, the foreman and the superintendent do toward influencing the attitude and future actions of a new employee toward his company and its property? A company whose policies do not provide for a genuine interest in the treatment and working conditions of the man on the job can hardly expect a receptive ear when men are urged to increase production and reduce costs.

The Fifty Leading Magazine Advertisers of 1922

The Crowell Publishing Company, New York, has compiled a list of the fifty largest advertisers in magazines during 1922. The compilation is based upon a statistical study of the advertising columns of thirty-two magazines. Permission has been granted PRINTERS' INK by the Crowell Publishing Company to print this list, which is as follows:

Joseph Campbell Co.	\$1,373,980
Procter & Gamble Co.	1,198,750
Colgate & Company	1,055,239
Victor Talking Machine Co.	1,023,702
The Palmolive Company	724,750
Lever Bros. Company	650,227
The Congoleum Co.	610,650
Cudahy Packing Co.	594,500
Postum Cereal Co., Inc.	577,559
Fels and Company	560,255
Pepsodent Co.	557,801
The Quaker Oats Co.	517,851
Swift & Company	508,935
The Fleischmann Co.	496,262
Andrew Jergens Company ...	486,009
Goodyear Tire & Rubber Co.	454,860
Vacuum Oil Company	417,000
Northwestern Yeast Co.	412,470
Hudson Motor Car Co.	411,970
The R. L. Watkins' Company	411,583
American Radiator Co.	408,054
Maxwell Motor Sales Corp. ...	388,800
Liggett & Myers Tobacco Co.	379,983
General Electric Company ...	379,860
Eastman Kodak Company ...	377,545
United States Rubber Co. ...	376,040
Firestone Tire & Rubber Co.	366,300
The Genesee Pure Food Co.	361,020
The Bon Ami Company	357,300
Southern Cotton Oil Co.	346,692
The Pompeian Company	340,100
Packard Motor Car Company	326,960
Lehn & Fink, Inc.	326,500
Cream of Wheat Company ...	313,000
Sun-Maid Raisin Growers ...	308,775
The N. K. Fairbanks Co.	307,762
The H. J. Heinz Co.	301,350
Fuller Brush Co.	297,222
International Silver Co.	293,332
Armstrong Cork Company ...	292,250
E. I. du Pont de Nemours & Co., Inc.	291,255
Hart Schaffner & Marx.	291,070
Underwood Typewriter Co. ...	283,754
Dodge Brothers.	277,380
Johns-Manville, Inc.	276,500
Brunswick-Balke-Collender Co.	275,150
Paige-Detroit Motor Car Co.	275,140
Coca-Cola Co.	274,500
La Salle Extension University	273,29
California Packing Corp.	270,740

The totals given above are strictly concerned with magazine advertising. They do not include expenditures which many of these companies make in newspapers, farm papers, outdoor advertising, street car advertising, business papers, direct mail, theatre programs, window displays, directories, motion pictures, novelties, premiums, and other mediums.

C. C. Moreland and H. M. Stuckenburg have formed an advertising business at Cincinnati.

Magazine
22

Company,
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magazines.
PRINTERS'
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\$1,373,980
1,198,750
1,055,239
1,023,702
724,750
650,227
610,650
594,500
577,559
560,255
557,801
517,851
508,935
496,262
486,009
454,860
417,000
412,470
411,970
411,583
408,054
388,800
379,983
379,860
377,545
376,040
366,300
361,020
357,300
346,692
340,100
326,960
326,500
313,000
308,775
307,762
301,350
297,222
293,332
292,250

291,255
291,070
283,754
277,380
276,500
275,150
275,140
274,500
273,29
270,740

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**FIRST
IN THE
SOUTH'S
FIRST
CITY**

Leadership

*That counts
for something.*



IN NEW ORLEANS

The Times-Picayune~

... IS THE DOMINATING NEWSPAPER AND THE MOST EFFECTIVE ADVERTISING MEDIUM IN THE FIELD. During the month of February The Times-Picayune maintained a significant advertising lead over all other New Orleans newspapers as shown below:

	Times-Picayune	Second Paper	Third Paper
Local Display.....	598,037	546,032	419,443
National	158,825	106,074	83,193
Classified	326,999	96,422	71,565
Total.....	1,083,861	748,528	574,201

Times-Picayune circulation is REAL circulation. It is the preferred newspaper of both class and mass, and the most productive salesman in the New Orleans market.

**SELL NEW ORLEANS
THROUGH**

The Times-Picayune

FIRST FOR THE SOUTH

TRUTH IN CIRCULATION

**LARGEST
CIRCULATION
OF ANY N. O.
NEWSPAPER**

GROWING?



—Just moved into new
home—14,000 feet
space for offices!
We offer
Now—

500,000

THEUS

I. E. R., Ad

ING

Chicago Office
Rhodes & Lisenring, Mgrs.
2803 Harris Trust Bldg.
Central 937

1? ES!

oved in new
000 feet
offices!

**Paid in Advance
Subscribers
(Guaranteed)
\$190 An Agate Line**

This gives
you not only
a **LARGE** Cir-
culation but a
BUYING Circulation
as well because it goes into
the prosperous rural and small
homes which offer the mail order
ad his best market.

HOUSEHOLD JOURNAL

I. E. R, Advertising Manager, BATAVIA, ILLINOIS

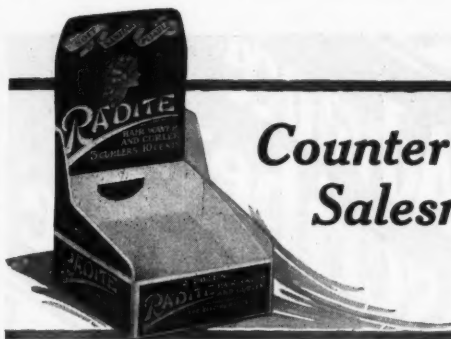
ING REPRESENTATIVES

Mgrs.
Bldg.

Kansas City Office
Geo. H. Dillon, Mgr.
Republic Bldg.

St. Louis Office
R. M. Saylor, Mgr.
Century Bldg.

New York Office
A. H. Greener, Mgr.
118 W. 39th St.
Room 1030



Counter Salesmanship

Letting a standardized salesman sell your product

Some stores are undermanned all the time, and many others have insufficient help to wait on customers during the rush hours. Under such conditions the Brooks Display Container (Patented) is at its best, selling its contents regularly to customers who pass within reach of it. It is constantly at its post, serving the customer when he or she wants to be served.

You may not have suspected how admirably this container can represent you in the retail store.

Send us a sample of your product, and let us know the number of units to be packed in a container. Please specify any preference of design and colors, and state quantity of containers desired. We shall submit an attractive proposition.

BROOKS BANK NOTE CO.
Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display
Advertising*

Getting a Successor for "Novelty" Appeal Copy

A Question That Interests Those Who Advertise to the General Public
and to Industries Alike

BECAUSE a manufacturer of a certain product sells that product only to other industries or other manufacturers it does not necessarily follow that he cannot draw from the storehouse of selling and advertising experience of a manufacturer who comes in direct contact with the general public. Both have much to give each other on the score of advertising.

A product that has a strong novelty appeal cannot be successfully advertised forever on the basis of that appeal to the general public. This statement holds true for a product that is sold in industrial markets. There is only one qualification. The "novelty" appeal loses its forces sooner in the industrial market.

How an advertiser of a technical product was able to find copy that would have the force and enthusiasm of his "novelty" appeal advertising that had run its course, has in it a lesson that is worth while not alone to advertisers of such products, but also to those who are accustomed to thinking of the general public as their market.

The technical product that affords this lesson is a circuit breaker, which is sold mainly to manufacturing plants, power houses and mines. Its novelty was in the fact that it not only opens automatically when an overload or short circuit occurs on the line but—when the trouble has passed—it re-closes automatically.

It had been placed on the market a few years ago by the Automatic Reclosing Circuit Breaker Company of Columbus, O., and has been advertised continuously in technical publications. Until just the other day the company's policy was to present the novelty of the product's features in educational copy. The same style of copy was used in direct-by-mail literature.

The returns from this advertising were good at the outset—good beyond expectations. The idea of the device was new and inquiries piled up. For some time the company depended almost entirely upon the leads secured through its advertising. These leads were generally followed up by mail only. If the correspondence indicated that the customer was willing to conclude negotiations by mail no representative was sent to call upon him. In fact, a personal call was seldom made unless the buyer specifically asked for it.

TIME SOON DIMMED THE PULLING POWER

But, as time went on, the company found that the inquiries from its advertising began to fall off. Closer personal contact was found to be necessary. It was evident that the mail-order part of the business would not again be so fruitful. A less direct style of advertising in technical publications was decided upon, in which the chief object was but more firmly to impress the name of the company upon the trade.

Advertising without a more definite objective than this, however, was not going to justify its existence for long. Results from it became less tangible each month; and to a wide-awake organization which had once experienced the most gratifying returns from mail-order advertising, the situation was far from satisfactory.

Something had to be done.

One day last fall A. R. Anderson, president and general manager of the company, put down his foot and declared that this half-way advertising policy must go.

Upon analysis he came to the conclusion already referred to in the first paragraph of this story—that prospective buyers had

stopped reading the circuit breaker advertising as the product had lost its news-interest as a novelty.

"What we need," said Mr. Anderson, "is to get the buyers reading our advertising again; and the way to do this to run an entirely new brand of copy."

A new campaign is now appear-

found in and about the mine—superintendents, foremen, power house attendants and operators of electrical equipment—enliven the interest.

For example: one of the first advertisements of the new series relates the trouble of a sub-station attendant on night shift (the ap-

peal is negative) who has to deal with a circuit breaker which is *not* of the reclosing type. "Tom," the sub-station man, is cartooned volplaning from his chair to reclose the breaker. In his hand is still clutched a novel which he might still have been enjoying but for the interruption.

"Tom and His Buddy Get New Jobs" the advertisement is headlined. Displayed on the page is a close-up of the circuit breaker and the sub-caption: "The Circuit Breaker with Brains."

The text begins with a "Bang! Bang! Bang!" and continues thus:

Our hero, none other than the substation attendant, had just assimilated the foregoing interjections in the latest from the pen of "An Old Scout," when he was rudely interrupted from the literature at hand by a report that

jarred him to his senses: caused him to volplane from his cushioned chair, dash to the switchboard and open the main line knife switch all in one operation, and before he had the full realization of what it was all about.

"Damn that circuit breaker!" he soliloquized; "if I hadn't been reading the line that I was, I never would have curved over here this quickly. The blankety-blank thing is always coming out right when the villain is about to tear up the papers."

"And if I can't get it to 'stick' right away and go back to my story, then the 'super' is calling up and bawling me out because there is no power in the mine. How in the Heck am I supposed to know when there is a 'short' inside?"

"It looks to me as though there were a bunch of guys cuckoo around this plant, and I'll be hanged if I am one of them."



What happened in the Inner Circle

THE Board of Directors was in primary session:

The Chairman and General Manager of the company, Mr. Gileay, finished the sales from his glowing picture and arose:

"Gentlemen," he began. "I'd Huggins, the Superintendent, over at Black Valley has submitted a report in which he reiterates that something has to be done on the power situation. Claims he is contending with a line drop of over a hundred volts at most of the working places, and that the time losses and repair bills for burned-out conductors of locomotive, mining machines and pump motors has now reached such an alarming figure that we can no longer compete with other companies on the same work in the open market."

"I'd recommends the installation of a booster station back near the Research Co. through on 15. Right, where the chain pillars have not been drawn," continued Mr. Gileay, pointing out the subtle location on the wall map.

"Mr. Chairman"

It was thirty George Hardy, one of the Vice-Presidents of the company, who had spoken.

"It seems to me that we had this same subject up about eighteen months ago over at the Sulphur

Branch operation, but instead of putting in the booster station, we installed a number of automatic reclosing circuit breakers at a cost of less than one-fourth of what the booster equipment came to."

"Before we take any action on Huggins' recommendation, I, for one, would like to hear from 'Chick' Channery, the Superintendent, as to what trouble he has had with the automatic breakers."

"Chick" was not long in getting to his feet.

"Gentlemen, since the breakers were installed in my plant, there has never been a drop in potential of more than 10 volts, and, as you know, we formerly had about the same trouble as we are being experienced at 'Black Valley'. All of the available feeder copper throughout the mine was tied together by the breakers. This not only eliminated the voltage drop at the faces, but also now permits us to run and over the tangle continuously. A short or overload in one section does not tie up operations all over the plant, and as a result we have been able to increase our capacity by some hundred tons of coal daily."

"It seems Mr. Huggins' recommendation will not come up for



The Circuit Breaker with Brains

several years yet," smilingly interrupted Mr. Gileay.

"Gentlemen," he continued, "the choice is really to entertain a motion that Mr. Huggins is authorized to get in touch with a representative of The Automatic Reclosing Circuit Breaker Co., with a view toward having his mine equipped with automatic breakers. They tell me that the 'W' is over and that we can no longer continue some of the good old practices."

The motion was made, seconded and passed.

THE AUTOMATIC RECLOSING CIRCUIT BREAKER CO.

COLUMBUS, OHIO, U. S. A.

ESTABLISHED THE FIRST DAY
CHARLES, W. VA., 1888

REPRESENTATIVE OFFICES

ESTABLISHED 1914
107 N. 10th St. Pittsburgh, Pa.

THIS SALES TALK TO AN INDUSTRY IS GIVEN NATURALLY AND PLEASANTLY

ing in a technical publication. It is radically different from any campaign which has ever run on a device of this nature, as well as quite unlike any now appearing on other equipment in this publication. It is a human interest proposition—not a new idea in itself, to be sure, but a new conception of what a human interest campaign in a technical publication ought to be.

Each advertisement is a near-melodrama in itself, chock full of local color and expressed in the vernacular of the mine. Humorous cartoons of typical characters

How the City of Detroit Has Rewarded a Publishing Achievement

RONALD HARWOOD
EDITOR

Hearst's International
A LITERARY LITERATURE
40 WEST 40TH STREET, NEW YORK

Detroit, Mich. *This is a game of \$250 in less than one year ETC.*
22nd 1923

Mr. E. T. Cox,
International Magazine Company
319 West 40th Street
New York, N. Y.

Dear Mr. Cox:

I asked Mr. Audington our Detroit distributor to pick a few representative Detroit newsdealers and give me their nearest's International orders for May 1922 and April 1923.

The following is what he gave me. I am sure that everyone interested in Hearst's International will find this extremely interesting.

Dealer

Hotel Statler
Hotel Teller
Shesha & Co.
Rudson & Co.
Cunningham Bros.
Bertrons Drug Store
Central Cigar Store
Central Cigar Store
Central Cigar Store
Metropolitan News Stand
Triangle News Stand
Ft. Shelby News Stand
Interurban Waiting Room
Windsor Ferry

Order May 1922

20
18
18
20
10
8
5
10
4
50
22
8
26
10
224

Order April 1923

125
60
80
78
88
85
80
30
200
125
40
100
122
1176

This shows an increase of 981 copies to 14 dealers, an average of 69 copies apiece.

Very truly yours,

R. H. Audington



Hotel Statler
Detroit

Hearst's International Magazine

Our hero, after numerous attempts, succeeded in getting the breaker to stay put, whence he ambled over to the rotary to lay a calloused hand on one of the bearing caps:

"Well, they seem to be O.K.," he remarked to himself.

"The 'Supe' was telling me just the other day to be careful and not let a hot bearing develop. Claimed the last man he had on the job was some dude who never did much work around the mines and he was a 'beaut.' Didn't have his mitts calloused by hard work and as a result could spot a hot bearing quicker than any other guy on the creek. The 'Super' was sorry to lose that boy, I guess.

"Say! what do they take me for around here, anyway—a human thermometer?"

Our hero eased back into his soft chair and proceeded to pick up the threads of the story that had been interrupted by the opening of the breaker.

"Bang!"

"Damn that breaker! I'll fix it this time. I'll hang this Stillson on the overload amateur and see if that won't help.

"Nope, guess I'll wait a little while, as I see the 'Cap'n,' himself, coming this way."

"Tom," remarked the Superintendent, as he scraped his boots clear of mud at the door, "you report to 'Frank' down on the lump screens at the tippie in the morning. That automatic reclosing circuit breaker we ordered is in and I am going to hang it in here before the night cutters go on. After that 'Frank' will look after the 'sub.' I'll tell your night buddy the same thing.

"We're going to equip that rotary with bearing thermostat relays, too. Figure we can make this station semi-automatic and have the investment retire itself in one month on what we have been paying you and your 'Buddy' on the night shift for keeping up with the latest current literature."

The text stops right there—without even the conventional aftermath: "Send for Bulletin." The campaign is designed solely to catch the eye and be read—that's all. And it is being read if we can judge by the reports of the company's salesmen in all parts of the country. Surely this is the answer to the question of whether or not an appeal with the force equal to that of the "novelty" appeal can be found regardless of whether or not the novel product has a technical or general appeal.

Selling Used Cars by Mail-Order

Something new in the promotion of used car sales is claimed for a page run every Saturday in the classified advertising of a Minneapolis daily newspaper. This feature page carries the copyright caption "Auto Post—New Delivery System for the Out-of-Town Used-Car Buyer," the idea of which is to have the dozen or more dealers taking the space, describe their used cars so that the prospect out of town will be induced to send a deposit of \$25 to have a car delivered to his door at which time the balance may be paid in cash or other terms arranged.

Cincinnati Soap Company Trade-Marks Another Product

The Remmers Soap Company, maker of "Tropicalm" soap, recently applied for registration of the trade-mark "Kyro" for another toilet soap. No general campaign is planned for either of these products. R. P. Spencer of The Remmers Company informs PRINTERS' INK. Advertising work at present, he says, is being concentrated on "Tropicalm" in the form of business-paper, store and window-display advertising.

New Accounts for Buffalo Agency

The Gudebrod Silk Company, of Philadelphia, is planning a newspaper advertising campaign on Neverknot hand sewing silk. This account has been placed with the Landsheft Advertising Agency, of Buffalo.

This agency also has obtained the accounts of the Buffalo Gas Fuel Steam Radiator Corporation, North Tonawanda, N. Y., and the Rowe Paint & Varnish Company, Niagara Falls, N. Y.

Charles C. Mercer Joins Hancock Payne

Charles C. Mercer, formerly with the plan department of N. W. Ayer & Son, has joined the Philadelphia office of the Hancock Payne Advertising Organization. Mr. Mercer will have charge of the plan department.

Leaves Norristown, Pa. "Herald"

Gilbert S. Jones has resigned as treasurer and general manager of the Norristown Herald Printing & Publishing Company, publisher of the Norristown, Pa., *Herald*.

New York Agency Changes Name

The advertising agency conducted under his own name by Leonard S. Friedman, at New York, will hereafter be known as The Seymour Company.



During the entire year of 1922, THE PRESS published more local School and College advertising than either The News or Daily Plain Dealer combined. The figures are as follows:

THE PRESS.....	41,829 Lines
The News.....	8,267 "
Plain Dealer.....	32,057 "

These advertisers are in a position to trace enrollments. That is probably why they invest the major portion of their appropriation in the leading home newspaper of Cleveland.

Incidentally, THE PRESS stands fourth in the entire country in the matter of concentrated circulation.

79% of THE PRESS' total circulation of 182,548 is distributed in Greater Cleveland, blanketing the local merchants market like the dew.

ALLIED NEWSPAPERS, INC.

Publishers Direct Representatives

New York Chicago Cincinnati San Francisco
St. Louis Atlanta Cleveland

Member Audit Bureau of Circulations

The **The Scripps-Howard Newspapers**
Including the Scripps-McRae League
CLEVELAND PRESS
DOMINATES GREATER CLEVELAND

"Horace Greeley

When He Advised Young Men

Iowa Ranks

1st. in per capita wealth
 in literacy
 in production of corn
 in production of hogs
 in production of eggs
 in production of oats
 in value of live stock, horses and poultry
 in value of farm land and buildings

Wealth grows out of the ground in Iowa—for Iowa produces one-tenth of all the food produced in the United States. Iowa is famous as the "sure crop" state.

I o w a Her people can afford to buy what they
is Rich want. Iowa ranked ninth according
 to income tax returns in 1920, in num-
 ber of persons with incomes exceeding \$10,000.
 Wealth in Iowa is evenly distributed. Many of her
 counties don't know what a poorhouse is.

135,788
 DAILY

Des Moines Register

"The Newspaper of Iowa"

ley Meant Iowa"

g Men Go West to Find Opportunity

Iowa Is One Big Market Unit

Iowa has a population of 2,403,630—55% in cities and towns, 45% on farms.

Automobiles and improved highways have united the entire state in one big market unit, centering in Des Moines. Practically every Iowa family owns an automobile.

poultry
s

or Iowa
d in the
e crop"

All Iowans Read Iowa Newspapers

All Iowans read newspapers—rural as well as city people. Cultivate this rich market with advertising in Iowa newspapers and make The

Des Moines Register and Tribune the backbone of your campaign.

that they
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\$10,000.
y of her

Map and booklet showing distribution of The Register and Tribune's circulation in over 1000 Iowa cities, towns and villages is yours upon request. 98% of The Register and Tribune's circulation is in Iowa.

Register and Tribune 127,922

SUNDAY

spape Iowa Depends Upon"

To Cover Boston

you must use

The Transcript

Boston, the cultural center of the United States, has its paper—*The Evening Transcript*—which thoroughly covers and convinces those who have the inclination and the power to purchase the best obtainable.

There is no substitute for the

Boston Evening Transcript

National Advertising Representative

Charles H. Eddy Company

NEW YORK CHICAGO BOSTON

Advertising That Paves the Way for Future Messages

An Indianapolis Cigar Manufacturer in Order to Insure the Reading of His Copy on Specific Brands Creates a Feeling of Interest and Expectancy by Use of Information-Giving Campaign

THE House of Crane, Indianapolis, has been manufacturing cigars over a period of years. A firmly established business has been built. Toward the end of 1922 this company decided the time was ripe for an advertising campaign.

As finally adopted, the campaign called for a teaser series of six insertions to be followed by a series which would relate the origin and development of tobacco, the tobacco industry, and smoking. Eventually, the company planned to feature its special brands. It was decided not to do this at the start, though, since that would be following too closely in the footsteps of other cigar advertisers. The idea was to have the preliminary copy make the name—House of Crane—more widely known and create such an interest in the company's messages that future advertisements would be watched for and read attentively.

The first piece of copy appeared in an Indianapolis newspaper December 4, last year. All insertions were in special position. In fact, the copy was always run in exactly the same spot on the newspaper page.

This made it possible for the teasers, which were headed: "Information About Cigars," and so on, to announce that: "Beginning Next Monday, right here, in the upper right-hand corner of this page, you will find interesting facts for all cigar smokers—every day, starting next Monday."

Then began the campaign of information. Advertisement number one told, in about one hundred and fifty words, of the origin of tobacco. The next inser-

tion explained the origin of the word "cigar" and the third treated on the first cigar smokers. Another piece of copy listed the names of famous men who smoked. "Tobacco Made Legal Tender," "Meaning of Cigar 'Colors'," and "Three Parts of a Cigar," are titles which clearly indicate the trend of the copy.

There were thirty-one advertisements in all. Now that these have had an opportunity to pave the way, the House of Crane feels it has succeeded in injecting an interest-value into the particular space it used that will continue to hold attention when advertising based on specific brands is employed. Copy that is planned to make it easier for succeeding advertisements is somewhat of a novelty and yet, as this campaign shows, entirely practical.

Engineering Advertisers Told How to Keep Good Mailing Lists

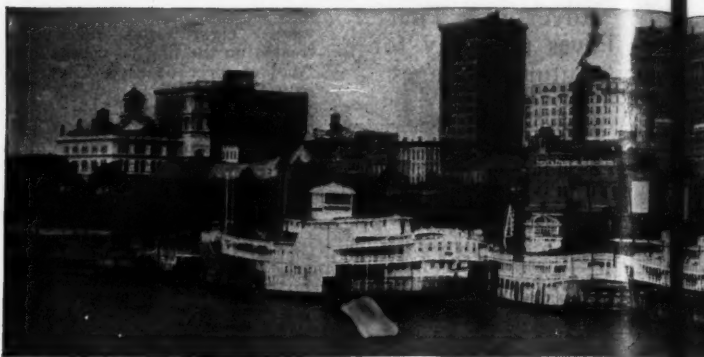
A good mailing list depreciates 42 per cent a year through changes in address, William H. Canavan, superintendent of mails in the Chicago Post Office told members of the Engineering Advertisers' Association at their meeting March 12 at Chicago. Mr. Canavan spoke on "The Mails as an Aid to Business."

"The proper use of the mails in business is a new idea," he said. "We in the postal service haven't been in the market for good-will as we ought to have been. Will Hays's record in the post office woke us up to what advertising could do in winning public support. One of the best things that a business man can do to keep his mailing lists healthy is to make the words 'Return Postage Guaranteed' a part of his return address. Then when mail cannot be delivered the post office will always give him the reason why."

"The overwhelming bulk of mail delayed or not delivered because of bad addressing is business mail. We have employees in the post office with arms like prize fighters, developed solely by tearing up mail that can neither be delivered to the sender nor to the party to whom it is addressed."

"Queed" Tobacco Account for Hancock Payne

The Patterson Bros. Tobacco Corporation, of Richmond, Va., has appointed the Hancock Payne Advertising Organization to direct the advertising of "Queed" smoking tobacco.



No. 3:—What Do You Know

MEMPHIS

This Mississippi River City with a population of 190,000 leads the world on six items:

The largest manufacturer of cotton-seed products and of knocked-down automobile wheels. Largest producer of high-grade veneer, aspirin, and mixed animal feeds. Largest hardwood lumber market in the world.

Memphis has 800 industrial plants; annual output, \$180,000,000.

141 industrial and commercial enterprises established in Memphis during 1920.

17 banks and trust companies.

Bank clearings for 1922, \$1,421,-832,000.

Postal receipts for 1922, \$1,568,000.

Building operations for 1920,

\$6,715,000; 1921, \$9,377,000; 1922, \$20,883,000.

Memphis has 10 trunk-line railways, 3 belt lines serving all parts of the city and operates modern municipal river terminals in co-operation with Government barge lines. The present development of adequate facilities for handling freight on the Mississippi River and transfer to coastwise vessels or ocean-going steamers is an important factor in Memphis commercial and industrial activities.

Memphis handles from 750,000 to 1,000,000 bales of cotton a year, making it the largest inland cotton market of the world.

Memphis is the center of the greatest hardwood timber reserve in the United States; operates 32 sawmills producing 300,000,000 feet annually and offers the manufac-

Sell it South





Now about Southern Markets?

1922,

the rail-
parts
modern
n co-
barge
ent of
ndling
River
vessels
an im-
com-
mies.
50,000
year,
cotton

f the
reserve
tes 32
0 feet
ufac-

h

turers of furniture, flooring, and other hardwood products exceptional manufacturing advantages.

Memphis has available 3,500 acres of land for manufacturing purposes. There are 3 miles of river front available now, and 5 additional miles available with slight preparation.

Value of hardwood lumber and forest products from Memphis plants \$45,000,000 annually.

Its 13 cotton-seed oil mills put out an average of 200,000 tons per annum valued at \$10,000,000.

Memphis is an important distribution center, handling agricultural implements, \$12,500,000 annually; structural steel, railroad supplies, tanks, boilers, \$20,000,000 annually; drugs and medicines, \$15,000,000 annually; groceries and provisions, \$35,000,000 annually; dry goods and notions, \$15,000,000 annually; cotton bags, burlap, etc., \$15,000,000 annually; automobiles and trucks, \$40,000,000 annually.

TENNESSEE

Tennessee has 4,589 manufacturing establishments; primary horsepower, 338,814; value of products, \$556,253,000. This includes 1,557 lumber and planing mills; 10 textile mills; 616 flour and grist mills; 46 brick, tile and terra cotta plants; 170 foundries and metal working plants, etc.

Tennessee agricultural products, 1922, \$242,000,000; livestock on farms, 1922, \$92,476,000.

Tennessee has 48 jobbers and dealers in mill supplies and machinery. Hardware jobbers and dealers, 578. Automotive distributors, dealers and garages, 667. Electrical jobbers and dealers, 140. 1921 registration of automobiles and trucks, 117,025.

Thru These Recognized Southern Business Papers
W. R. C. Smith Pub. Co., Atlanta, Ga.



IN these piping times of Publicity, every live business man would be mighty pleased to get a new idea to put over his Direct-Mail message Effectually.

Here's a Hint! Already those broad-gauged fellows who are always two steps ahead in every good movement, are planning their 1923 Direct-Mail campaigns on EMPIRE BOND. Try it—you'll see the big difference.

The Second Series of "The Printer—The Bond—The Ad" shows samples of live, 1923 mailing pieces. It's yours for the asking—on your letterhead.

CAREW MANUFACTURING COMPANY
Makers of Empire Bond
SOUTH HADLEY FALLS MASSACHUSETTS U. S. A.

How the Co-operative Societies Are Faring

A Report of the Department of Labor on Organizations of Consumers to Buy and Sell

Special Washington Correspondence

A COMMON spectacle in Washington during the war was that of the homeward journey each evening of the large army of Government employees. Contrasted with present times, each person had his arms filled with bulky packages of food. Projecting celery tips tickled the necks and ears of proximate passengers, while apples, sugar and other victuals frequently escaped to the car floor from broken packages.

The greater part of these food-stuffs were bought by the Federal employees from departmental co-operative stores, operated by the Government workers on a cost basis for the purpose of combating rapidly mounting living costs. The Treasury employees maintained a store, tucked away in one of the dark cellars of the Federal building. The Interstate Commerce Commission employees maintained a similar store, while others were in operation in certain other departments. Restaurants and clothing stores likewise were opened and conducted by department clerks. Thus, the principle of co-operative buying was introduced at the seat of Government.

The co-operative ventures of the Government workers were not idle experiments. The various grocery, clothing and general supply stores, together with the cafeterias and rooming houses, were inaugurated with the avowed purpose of saving money for the federal employees whose salaries did not reflect war-time prosperity. And these enterprises did save money for their patrons until prices began to fall faster than the stock on hand in these stores could be cleared, and failure overtook the ventures because of dwindling patronage, or as an official Government document frankly declares, "the members knew little and cared less about co-operation;

to them the store meant simply a place where they could obtain supplies at smaller cost than elsewhere—bargains."

GROWTH OF MEMBERSHIP IS EVIDENT

Whether economic significance should be attached to the co-operative ventures and their outcome of the Government employees during the war is purely a matter for speculation. But despite the success or failure of co-operative buying or selling in any particular locality or under particular circumstances, the fact remains that such business ventures occupy a surprisingly prominent place in the country's economic life. A governmental survey of the consumers' co-operative movement, recently completed, showed that in 1920, the total membership of such organizations might be conservatively estimated at 775,000 persons, while the volume of business done at that time was approximately \$285,000,000 annually. And these figures reflect the efforts of years of steady growth of the movement, rather than a temporary result of a new experiment.

"Some idea of the extent of the co-operative movement in the United States," declares the report of the investigation of the U. S. Department of Labor into the subject, "may be obtained by assuming that the averages arrived at in this study hold good for the other 1,591 societies located by the bureau but not reporting and for the societies included in the study but not reporting on specific points.

"Thus, the application of the average membership here shown, 269 persons, to the known societies indicates that the membership in all these societies would be nearly 700,000. A similar application of the average business done per society—\$99,406—gives the total business by the known so-

cieties in the United States. Making allowance for these unlocated organizations, the figure for total membership may be conservatively placed at 775,000 and the yearly business done at \$285,000,000."

The report has been published in booklet form under the title: "Consumers' Co-operative Societies in the United States in 1920." It was prepared by Florence E. Parker and copies may be secured free from the Superintendent of Documents, Government Printing Office, Washington, D. C.

The Department of Labor makes little effort to conceal its enthusiasm in predicting the growth and growing importance of the co-operative organizations in the business life of the country. It is the opinion of F. E. Parker, who conducted the inquiry for the department, that "the proportions and condition of the movement disclosed by the present study may prove disappointing to those who, because of the general enthusiasm for co-operation, have formed glowing pictures of a movement shortly to equal that of Great Britain. The success of the movement should be judged, however, not by its size but by its stability. The results of this study would seem to show that the success of the society is determined, not so much by the number of members in the society, as by their loyalty to it. Also little is heard of the successful societies. It is the failures which are spectacular and attract attention."

The co-operative movement has not been restricted to any particular commodity or group of commodities. Ventures have been made in the operation of boarding and rooming houses, restaurants, housing associations, creameries and in other directions, including bakeries, printing and publishing societies, laundries, irrigation works, etc. Furthermore, the commodities handled by these organizations have been as multifarious. In the list may be included groceries, meats, milk, dry goods, clothing, general merchandise, coal, farm machinery and implements, hardware, students' supplies, building materials and

others. Illustrative of the popularity of the movement, co-operative societies are located in all sections, particularly in the Western and Eastern States where the growth has been most noticeable.

Kansas, thus far, has been the leading State, as a stronghold of the movement. In that State alone are located more than 15 per cent of the co-operative societies. The remainder of the Western States rank next in order. Although the movement was reported to be weak in the South, the Government's survey declares co-operation to be beginning to secure a foothold in that section.

LEAD HAS BEEN TAKEN IN COUNTRY SECTIONS

The country sections of the nation thus far have taken the lead in the formation and operation of the co-operative societies. The large cities have been the last places to accept the idea. The reasons for this backwardness were mentioned to be shifting population, differing nationalities and the lacking of acquaintance with neighbors. Mutual confidence among members of community organizations, necessary for the success of the co-operative societies, is difficult to attain under these circumstances. But these conditions can be overcome for "even London, which was long regarded as invincible, has capitulated."

Nearly two-thirds of the societies surveyed are rural and only one-third urban. The largest proportion of urban societies was found in the New England district, 82.5 per cent being in places having 2,500 persons or more and only 17.5 per cent of the associations being in rural location. Consumers' societies were found to be fairly evenly divided as to rural or urban location. Of the consumers' societies, more than 10 per cent were located in cities having 100,000 or more population. Of the agricultural societies all but one were found in places of less than 25,000 inhabitants.

The societies were found to vary in size as greatly as various city populations. Generally, how-
(Continued on page 107)

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IN RETAILING it is the "human beings" who are the foundation of the store's success and upon whose knowledge depends the profits of the business.

Department store executives are agreed upon the imperative need for definitely training both the operating and merchandising divisions of their stores, in their jobs and in their relations to the business as a whole.

Consequently, one of the most important functions of the Economist Group publications is to lay stress on employee education and show their merchant readers how stores the world over are cutting down sales expense and preventing the loss of customers by training of every kind.

This is information that the modern store executive "eats up" because he has so many jobs in which education is essential. He wants knowledge for himself and for his staff, every one of whom, from buyer to bundle wrapper, is vital to his success.

The Economist Group publications have by long application to this problem, identified themselves as the outstanding source of such inspiration.

This should mean a great deal to the advertiser of the kinds of merchandise these stores sell.

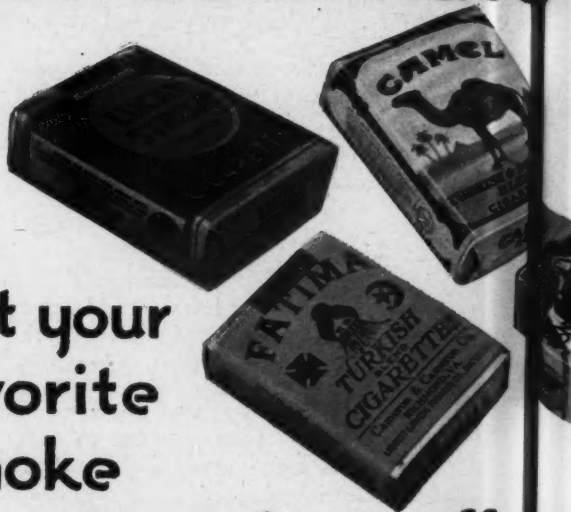
If you are accustomed to think of a publication's power in terms of dealer influence—think this over.

THE ECONOMIST GROUP

239 West 39th Street

New York City

"You don't have



Get your
favorite
Smoke

as you step off

THIS is one of the cards of the "Need"
Street Cars of our list.

Street Car advertising reaches every neid in
of advertising that is absolutely free fromation
Street Car advertising operates the same ever

Over 15,000,000,000 passengers were carrie St
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The simplicity of Street Car advertising deals
who have not forgotten the years in whi reac
times a day.

STREET RAILWAY

CENTRAL OFFICE
Berland Building, Chicago

Candler New York

ave walk a mile"



ff Car



CUTS BY NEW CENTURY COLOR PLATE CO., N. Y.

e "Need" Dealer Campaign appearing in the

ry need in every city and it is the only form
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e same every city every day and every night.

e carriage Street Cars of the United States dur-
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tising deals to executives now using limousines,
in wh read the Street Car cards two or three

AILWVERTISING CO.

Candler New York

WESTERN OFFICE

Monadnock Building, San Francisco

OFFICE COPY—

*"A hand-picked sample used
as an example of the printer's
skill"*

—THE PRINTER'S DICTIONARY.

The Goldmann Organization is infused with the idea that every piece of work produced must be so treated that "office copies" may be picked at random. That's why it has been said of the Goldmann product: "Every copy is an 'Office Copy'."

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY
Printers Since Eighteen Seventy Six
TELEPHONE FRANKLIN 4320



22, 1923

of

ever, the survey showed that large societies such as are found in foreign countries are far from numerous in this country. Of a total of 966 societies, only nine or less than one per cent have 2,000 members or over, and only six have 5,000 members or more. More than two-thirds of the societies have less than 200 members and one-third have less than 100 members. Likewise, many of the organizations have had considerable experience while a large number are comparatively young. On an average, it was found that the largest group of consumers' associations is composed of societies which have been operating less than two years, while most of the agricultural organizations are between five and ten years old. Only a very small proportion of the societies have been in business for a quarter of a century or more.

Organization of the societies has been attempted along various lines. Usually, the management of the affairs of the society is vested in a board of directors elected by and from the membership, numbering from five to nine or more. Terms of office of directors usually are fixed for one year. Directors supervise the financial affairs of the society, appoint the manager and other employees, fix salaries and otherwise direct the operation of the business. Voting with few exceptions is conducted on a membership and not on a financial basis, each member having but one vote, regardless of the size of his investment in the association.

Capital of co-operative societies is raised through entrance fees, the issue of capital stock, and money borrowed from members and others. Money is borrowed through loans from bodies favorable to the movement, as trade unions, sometimes in the form of savings deposits. But loan capital generally has been found to be unsatisfactory because it is withdrawable at short notice. Capital stock of the societies differs from that of the ordinary corporation in that its ownership carries no voting power, its value always re-

mains at par, share capital receives a fixed rate of interest and does not participate in dividends, and it may be paid for in instalments. The average investment required per member was estimated by the Department of Labor at \$47 in the consumers' societies and \$76 in the agricultural societies. Of the total of societies included in the survey, 662 consumers' societies had paid-in share capital amounting to \$11,290,973, an average of \$17,056 per society and of \$59 per member.

NO SURPLUS SAVINGS PROBLEM

Disposition of surplus savings usually presents a minor problem for the reason that most of the societies are operated on a cost basis with the object in view of exactly meeting expenses with receipts. In most other cases, the amount of earnings is determined every three months. Interest on share capital has the first claim on the net earnings, after which provision is made for reserve and educational funds, and the remainder is returned to the members in proportion to their patronage.

But of the plan to sell commodities at their market prices, returning the difference to the member at the end of a fixed period, the Department declared that "where sale is made at current prices and the total amount saved is returned at the end of the quarter the amount is much more considerable. This reason has an especially strong force in the United States, where penny savings have never been popular." It was estimated that more than two-fifths of the consumers' societies and more than one-half of the combined purchase and sale associations which conform to the purchase-dividend principle did not return such dividends for the last quarter of 1920, because of adverse business conditions. On the whole, however, the average rate of purchase dividend returned to members by the consumers' societies was 5.9 per cent and by the agricultural societies 4.7 per cent. The total amounts returned

in dividends by individual societies over a period of years are not inconsiderable, it was declared, although definite statistics were not available.

In selling, more than 90 per cent of the consumers' organizations and nearly all of the agricultural associations were reported to sell at the prevailing market prices. Operation on the "cost-plus" basis was found in only forty-five of the strictly consumers' and in only seven of the combined purchasing and marketing societies.

Several types of co-operative wholesale societies are found in the United States besides the buying and selling retail organizations. One type of the wholesale organization is the strictly Rochdale type, modeled after the English organization, being a federation of independent local associations in full control of their own internal affairs. Another form of wholesale society is that in which the wholesale society is owned by one big retail co-operative society having a number of branches. Still a third sort is the centralized form of society in which the wholesale society practically controls the operation of local retail stores. This latter form is the so-called "American plan," which, the president of the society exemplifying this type states, is a modification made necessary by certain conditions in the United States. There are at least thirteen co-operative wholesale societies in the United States, and in addition at least six societies which are both wholesale and retail.

Whatever success has been achieved by the co-operative movement similarly has been attended by its proportion of business difficulties and failures. Of the total of 276 societies reported to have failed, the Department in checking up the cause in the case of about seventy of the organizations, found that the greatest number took place in 1920 and 1921 when business generally was at its worst because of the reaction from the preceding war inflation of values.

"The failure of these societies," it was declared, "had disastrous effects on the retail societies, since two of the wholesale societies were operating retail branches on the chain-store plan, the funds of the whole system being handled by the central office. It is a feature of the chain-store plan that the fortunes of the retail branches are inextricably bound up with those of the central, or wholesale, society."

REASONS FOR FAILURES

The reasons for these failures, it was said, "are inefficient management and inability to secure a competent manager, insufficient capital, lack of patronage by the members, and unwise extension of credit. Poor bookkeeping was given as a specific cause in only four cases, but this is usually included in inefficient management. It is safe to say also that this is more often the cause than the member or other person reporting realized."

Summing up its observations as to the worth of the co-operative movement, the Department declared that the conclusion of the United States Office of Markets was to some extent confirmed that "the majority of the co-operative stores established are unsuccessful in achieving their main object—saving on purchases to members and a reduction of the high cost of living."

But reminding that the latest Government survey was made of this comparatively new field of commerce at a time when business conditions were at their worst, and long-established companies in all parts of the country were forced to close their doors, the Department of Labor declared:

"However, because of the business conditions it is not fair to judge the movement by the situation in 1920, especially considering the supplementary reports received showing results of other years."

Joins Winton Motors

W. A. Biss, Jr., has been appointed assistant sales manager of The Winton Company, Cleveland, O., Winton Six motors. He was formerly with the Stephens Motor Works, of Freeport, Ill.

The Ruhr!

*with
politics
omitted*

see page following

The Ruhr!

with politics omitted

THE March 8 issue of Iron Trade Review told, for the first time, the story of the French occupancy of the Ruhr Basin from the angle of what it means to American business and American pocketbooks.

The article in question was a first-hand American-made report, not based on or colored by either French or German propaganda but built from first-hand facts by one of America's most experienced business writers.

H. Cole Estep, Iron Trade Review's own permanent, *full-time* European editorial director, is the author of the unique and complete document which dissects the Ruhr problem, translates it into terms of our own Mahoning Valley, and tells how and where upset conditions in the world's second largest iron and steel producing section will affect American purses.

IRON REVIEW **TRADE**

THE Ruhr report described on the opposite page is typical of I. T. R. editorial energy. It is one of many weekly reasons why executives in concerns using or producing iron and steel find Iron Trade Review a business necessity.

Advertising value fundamentally rests upon reader-value.

A paper consistently publishing such features as this is an advertising medium that will consistently pay out on the advertising it carries.

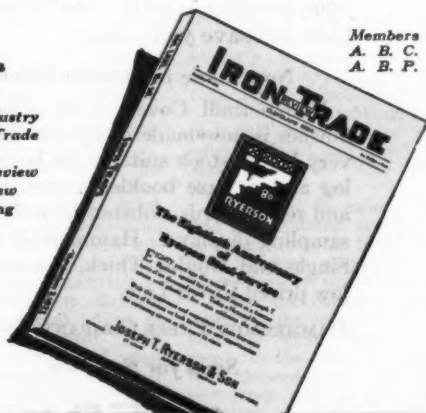
For Rates Write

IRON TRADE REVIEW

The Penton Publishing Co.
The New Penton Bldg.
Lakeside Avenue and West 3rd Street
CLEVELAND, OHIO

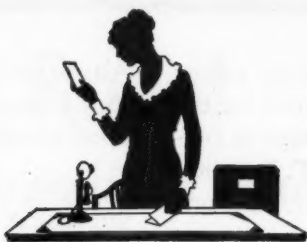
**Penton
Publications
include:**

*Abrasive Industry
Daily Metal Trade
Foundry
Iron Trade Review
Marine Review
Power Boating*



*Members
A. B. C.
A. B. P.*

IRON TRADE REVIEW



Ballots of business

Your "return cards" are ballots that vote the success or failure of your campaign.

They mean inquiries, and orders. Then make them as inviting as you can. Make people want to use them. Print them on good, snappy, attractive colored stock.

Hammermill Cover will answer your purpose exactly—and at a price that will save you money.

Now made in Double Thick

Hammermill Cover in all colors and finishes is now made in Double Thick, a very heavy stock suitable for large catalog and de luxe booklet covers, mailing and return cards, substantial folders and sampling displays. Hammermill Cover, Single and Double Thick, is a complete low priced Cover Line.

HAMMERMILL PAPER COMPANY, ERIE, PA.

Send for Samples

HAMMERMILL COVER

Single and Double Thick

What Sugar Refiners Discarded, Advertising Turned into Profit

Waste from Sugar Cane Is Turned into a Building Material—Advertising Gets Quick Dealer Distribution and Prepares the Way for Sales

By G. A. Nichols

UP to a couple of years ago Southern sugar producers had quite a problem on their hands involving disposal of the sugar cane stalks after the juice had been crushed out. This residue, which the Southerners call "bagasse" won't do at all for fertilizer. The fibrous part of the stalk is so tough that it will not rot. Plough it under one season and you will plough it up next time in the same shape.

About the only use found for bagasse was for fuel at the sugar plants. It wasn't of much use even for this, as it is nearly 50 per cent water, but it had to be disposed of in some manner.

And then a chemist got to playing around with the sugar cane fibre and finally evolved a process whereby it now is used in manufacturing a building material known as "Celotex." The people of the country are being made acquainted with it through business paper and newspaper advertising. In the fall the advertising effort will be made national, being extended to general magazines.

The quick way in which the product was merchandised, even while it was being perfected, is an interesting study in advertising and distribution—and of how advertising can be utilized to make a profit out of waste material.

To begin with, The Celotex Company, with general offices in Chicago and mills near New Orleans, hardly knew itself what it had. The bagasse fibre is cooked, shredded and subjected to certain chemical processes. The material then is rolled out into boards of almost any size or thickness desired. The finished product is really manufactured lumber made out of sterilized fibre that resembles the parchment of the ancient Egyptians.

On account of its peculiar properties Celotex was quickly seen to be well adapted for putting on a building between the frame work and the outer covering. In other words, it was suitable for what builders call sheathing. The manufacturers declared it acted on a house much after the principle of a thermos bottle, keeping the building cool in the summer and warm in winter. Then it was found to be usable for sound deadening purposes and was used for the construction of telephone booths, phonograph rooms and other things calling for sound-proof qualities.

OFF ON THE WRONG TRACK

The company, with these ideas in mind, began advertising it as insulating material. Next thing it knew, it was receiving inquiries from prospects who apparently believed Celotex was something having to do with the covering of electric light wires!

"We are not making insulation material," an official of the company declared one day. "We are making lumber. Why not call it that?"

Lumber it is called, therefore, and preparations are under way to advertise it as being usable in any building project or process where lumber would be used.

After the company found the word for the real field for Celotex and had made certain improvements in the product that experience showed to be advisable, the next step was to get rapid distribution so that general advertising could be started.

The first medium used was a business paper reaching contractors, architects and lumber dealers. The copy was introductory and educational, being based mainly on the use of Celotex as

a substitute for wood sheathing.

When the name had got before the trade in this manner the company's salesmen set about the task of securing distributors in leading metropolitan centres. The idea was to go to the best-known distributor in a market, place the entire proposition before him,

thetic interest of architects and builders could not be enlisted Celotex would have a hard job in getting across.

The company's research department worked for almost a year in compiling a book of original specifications for architects. It included data that never had

been published or had been sent out in fragmentary form. The

whole story of Celotex was told. The information was given in a folder that also carried a sample of Celotex. The folder was distributed to architects and contractors, after requests had been angled for through advertising and direct-by-mail methods. The result was that much help was received from this source.

All distributors of Celotex send to the company the names of their dealer customers so that they can be given advertising help direct. The company has sent out a series of instructive envelope enclosures which it imprints without charge with the dealer's name. These are to be mailed with statements and soliciting letters. The dealers are encouraged to use newspaper advertising liberally, copy

and electrotypes being supplied by the company without charge. Booklets, some of them quite elaborate, are supplied on the same basis.

"Of course," says Edward Hopkins, Jr., advertising manager of The Celotex Company, "the dealer gains from our advertising. This is just what we want him to do. But we regard this as no reason why we should expect the dealer to help pay for getting our general message across. There is a theory in some quarters that a dealer will not appreciate or use advertising help that is given him

CELOTEX

INSULATING LUMBER

Replaces Wood As a Sheathing

WHEN used for sheathing, Celotex is applied directly to the studding of the building. It replaces wood sheathing and shows greater strength, thereby producing a more rigid structure.

Combined with its exceptional sheathing qualities, Celotex is the strongest board form insulation. Possessing the same insulating value as cork it prevents the passage of heat and cold. Therefore, it performs two important building functions at the cost of one.

Its extremely light weight (approx. 60 lbs. per 100 square feet) convenient sizes, ease and low cost of application, and its replacement of wood sheathing effect economies of vital importance to every home builder.

You can't offer 25% to 35% refund on fuel bills to the owners of the homes you build, but you can insulate their homes with Celotex Insulating Lumber and save them 25% to 35% on fuel consumption. A fact, no matter how you figure.

There is a use for Celotex in every building.

Write for Detailed Information to Dept. 3-C

THE CELOTEX COMPANY
111 W. Washington Street
Chicago 1, Ill. - New Orleans

SHOWING DEALERS BY EXAMPLE THAT "CELOTEX" IS LUMBER

show him what the company planned to do in an advertising way and then offer him the exclusive distribution in his district. The matter of selling dealers, and perhaps subsidiary distributors, was left entirely to him. In this way The Celotex Company enlisted the services of established selling organizations and got to the dealer with little waste of time.

There was considerable resistance at first on the part of architects and contractors. It was the natural resistance always to be encountered by a new and revolutionary product. If the sympa-

Do You Seek to Reach People With Incomes of \$5,000 a Year or Over?

ACCORDING to an analysis of the Federal Income Tax Reports for the year 1920, 628,000 persons acknowledged net incomes in excess of \$5,000 a year.

According to New York State Income Tax Reports for the same period, there were 112,127 people in the State who acknowledged incomes of \$5,000 or over.

A study of these returns shows that 78,902 reside in New York City and immediate New York State suburbs as follows:

	Number of Returns Over \$5,000	Taxable Income Represented
New York City.....	74,154	\$1,178,915,000
Mt. Vernon.....	1,145	13,666,900
New Rochelle.....	1,358	17,843,800
Ossining	98	1,564,700
Peekskill	109	1,122,600
Port Chester.....	171	2,532,000
White Plains.....	633	8,504,700
Yonkers	1,234	15,474,100
	78,902	\$1,239,623,800

These figures would seem to indicate that these 78,902 people have 21 per cent. of the taxable wealth of the country.

Obviously, if you have an article you want to sell to people of this class, here is the largest group of them on earth, every member of which can be easily reached through the daily newspapers.

THE NEW YORK GLOBE

Member A.B.C.

JASON ROGERS, Publisher

Member A.B.C.

LORENZEN & THOMPSON, INC., Special Representatives

Chicago New York St. Louis Detroit San Francisco Los Angeles

123,962,380.00

1,239,623,800

without charge—that when he pays for it he surely will see that it gets a chance to do its work. We believe the whole thing depends upon the quality of the advertising helps. We do not overload the dealer with our material, but we try to make every bit of it usable.

‘We imprint booklets and folders without charge for the reason that the dealer most likely would not have it done. Then the force of the advertising would be largely wasted because there would be no direct hook-up—no agency whereby the consumer could readily connect with the prospect. Taking care of every detail of the dealer's advertising such as this is only a matter of simple self-defense after all.’

For advertising purposes and to show that Celotex can be made in any size the company put out “the biggest board in the world”—12 feet wide and 900 feet long. This is featured in the newspaper advertising alongside a picture of the Eiffel Tower.

H. B. Gramm Joins Robert E. Ward, Inc.

H. B. Gramm, who has been engaged in sales work for a number of years, has joined the staff of Robert E. Ward, Inc., publishers' representatives, of New York. Mr. Gramm will act as manager of the research department and manager of sales in Ohio. His headquarters will be at Columbus and his territory includes the cities in which there are located the newspapers making up the Ohio Select List of Daily Newspapers, represented by Robert E. Ward, Inc.

Wylie & Sutton, Inc., Succeeds Morgan, Tuttle & Jennings

The name of the advertising agency of Morgan, Tuttle & Jennings, of New York, has been changed to Wylie & Sutton, Inc. Thomas Wylie is president of the new organization, Russell Benedict, vice-president and F. M. Sutton, Jr., secretary-treasurer.

New Account for New Orleans Agency

The advertising account of Watson, Williams & Company, of New Orleans, investment brokers, has been placed with The Chambers Agency, Inc., of that city. National magazines and local newspapers are being used.

Bank Advertisises Importance of Goods Behind Copy

The Corn Exchange National Bank, Philadelphia, in a recent newspaper advertisement pointed out that advertising alone would not make a success of banking any more than it would of advertising goods in general merchandising lines. “There is quality in banking, as in merchandising,” said one line of the copy. Then followed a list of ten features a man or woman demands of a bank, playing up all the service departments of the bank.

May Try Advertising to Curb Accidents

The Automobile Merchants Association, New York, plans an educational campaign to reduce the number of automobile accidents and create good-will for the industry by the use of newspaper and direct-mail advertising. The first phase of the campaign, as contemplated, will endeavor to get the individual driver to use greater care in the operation of his car. The second phase will endeavor to educate the pedestrian on his part in preventing accidents.

A. F. Burrows Made President of Graham Brothers

A. F. Burrows has been elected president of the Graham Brothers Soap Company, Chicago, maker of “Antoinette Donnelly's Lovely” skin soap, shampoo and complexion cream. He was recently vice-president and manager and was formerly advertising manager. Mr. Burrows was at one time director of sales promotion and general manager of the toilet soap department of Jas. S. Kirk & Company, Chicago.

C. C. Seghers Joins Cincinnati Printing Firm

Carroll C. Seghers has been made director of a recently organized direct-mail service department of the A. H. Pugh Printing Company, Cincinnati. Mr. Seghers was recently publicity director of the Baldwin Piano Company and at one time advertising manager of The Perry G. Mason Company, general merchandise, of that city.

Bayuk Brothers Earnings Increase

Bayuk Brothers, Inc., Philadelphia, “Prince Hamlet,” “Mapacuba,” “Havana Ribbon” and “Chas. Thomson” cigars, reports net income for 1922 of \$1,123,926 as against \$494,342 in the previous year.

Cigar Account for Buffalo Agency

The McCormick Cigar Corporation, Buffalo, N. Y., has appointed Walz-Weinstock, Inc., advertising agency of that city, to direct the advertising of “McCormick Harvester” cigars.



Let The Star Carry News of Your Product to Washingtonians

Then you will not only be *thoroughly* introduced—but *properly* introduced, in the National Capital.

You are overlooking a great opportunity if you are not represented in the Washington market—and The Star is the only paper you need to cover the field.

Our Statistical Department
will be glad to confer with
you upon local conditions

The Evening Star.

WITH SUNDAY MORNING EDITION

WASHINGTON, D. C.

Write us direct or through our

New York Office
Dan A. Carroll
150 Nassau Street

Paris Office
5 Rue Lamartine

Chicago Office
J. E. Lutz
Tower Building

2,500,000

Two million five hundred thousand copies of Pictorial Review for April have been printed—the largest edition of any magazine in the history of the world

OF THIS April issue two million five hundred thousand copies of Pictorial Review were printed—this amazing figure being the largest edition of any magazine in the history of the world.

WHEN you hear of two million five hundred thousand it is almost impossible to grasp the significance of these figures. It is hard for any of us to visualize much beyond twenty or thirty thousand of anything. At a big football game in the Yale Bowl the crowd in attendance looks much too enormous to calculate. That huge stadium holds eighty thousand people! And yet the April issue of Pictorial Review is over thirty times that tremendous number. Just imagine attempting to picture two million five hundred thousand people! Such an effort is indeed beyond the capacity of the human mind.

IN ORDER to give our readers some faint idea of what an edition of two million five hundred thousand copies really means, we will begin by saying that it is more than all the number of the homes combined in the following cities: Chicago, Philadelphia, Detroit, Cleveland, St. Louis, Boston, Baltimore, Pittsburg, Los Angeles, Buffalo, San Francisco, Milwaukee, Washington, Cincinnati, and Seattle.

IT WOULD take an army of fifty thousand men, each burdened with fifty pounds of magazines, to carry this one issue.

IT WOULD take a train over a mile long, each car carrying forty thousand pounds, to transport this April edition.

IF THE pages of this April issue were placed one alongside the other, they would stretch over four times around the world—a distance of approximately one hundred thousand miles.

IT TOOK one thousand people (working in three shifts, twenty-four hours a day) twenty-five days to produce this one issue.

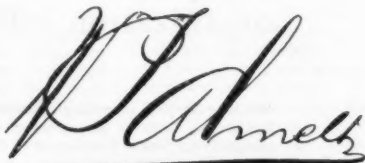
IF ONE person started to count this April edition it would take him one hundred and two days, working *eight hours a day*, or three months and twelve days to complete the task.

TO PRINT this one issue of Pictorial Review consumed over one thousand two hundred and fifty tons of paper.

YOU could fill a swimming-pool twenty feet long, ten feet wide, and four feet deep with the nineteen tons of ink which were used to print this issue.

CALCULATIONS of this character are almost too vast for the human mind to grasp, and they are not set down here in any spirit of boastfulness. They are presented merely as a record of achievement and as an inspiration for still further endeavors.

THIS tremendous growth of Pictorial Review makes me realize more than ever the debt of gratitude I owe to our readers, our advertisers, our authors, our artists, and the splendid body of men and women who assist me to produce and sell the magazine.



President and Publisher

PICTORIAL REVIEW



ERWIN, WASEY & COMPANY

Advertising

CHICAGO

NEW YORK

PARIS

LONDON

At the base of our good relations with our clients are the candor and competence of our men, each of whom has been carefully trained in the methods that have made this organization effective

We have complete advertising organizations in both London and Paris, for the service of clients doing business in the United Kingdom or on the Continent

WHOLESALE ADVERTISING

Food Expositions That Are Backed Up by Advertising

National Advertisers Find That One Kind of "Show" Pays Them Well

By Norman J. Greer

AMOS BRADBURY, the writer of your recent article on expositions, food shows, and other "drains on manufacturing," must have a strange set of acquaintances. Every one of his friends (without names) quoted in his article are dead set against expositions of most any old kind.

My good friends will, perhaps, seem as strange to him; for every real big operator I know is in favor of expositions. One of my best friends sold more refrigerators in a week's demonstration at *The Journal Food Show* in Milwaukee than he had sold in the six months preceding the display at our "time wasting exposition." A food products manufacturer, who is another friend of mine, actually built his business from a house-to-house proposition into the leading brand in the city through three years' display.

I have other friends, too, that have similar opinions—but to get down to facts—

Mr. Bradbury was just about as wrong as he was right. He was wrong in not classifying shows so that a valuable opinion could be rendered intelligently. He was right in his estimate of the value of displaying merchandise and then allowing a year to elapse before another reminder is given the public.

Expositions may be of two kinds: one in which the display, sampling and immediate sales are the whole show; or one in which the demonstration to the consumer and the retailer, both at the same time, is a step in a real merchandising program.

The former is the one actually described by Mr. Bradbury in your March 1 issue. The latter is the one in which manufacturers, wholesalers, retailers and consumers are all interested. Manu-

facturers are interested from a sales and advertising standpoint. The retailer and consumer are interested as buyers of the product.

One exposition is usually backed by promoters, associations or owners of large buildings. The other oftentimes is backed by an organization that knows enough about advertising to realize that a one week's shot is not worth the time and effort the office boy spends in sending out second-class letters.

EXPOSITIONS WHERE SAMPLES ARE REQUESTED

One show is the old kind. It is just a show and nothing more. The other is the new show—where products are introduced to new buyers with all the gayety of a winter carnival—where consumers and retailers actually ask for samples of merchandise to try out, inspect and perhaps to carry home, away from the impatient crowd. This is the new show which enables manufacturers and wholesalers to pave the way for further sales effort in any community. It is a drama of merchandising where the qualities of every product are enhanced by the staging of the event.

As for its effectiveness as a sales producer—imagine a manufacturer, say, of a food product, who has been in the habit of hearing house-to-house workers complain for months—

"The lady of the house slammed the door in my face."

Or the man who has been holding demonstrations in a few grocery establishments whose representatives write back—

"There were quite a few shoppers but not enough buyers. They all seemed hurrying some place. Those that did stop weren't buyers. They sampled and ran.

The natives in this town actually act as though it were a disgrace to take a free sample in this store."

And these "ladies of the house" and the "shoppers in the store" are the very women who receive samples joyously at a food show. They even pay admission to get in and they even go home carrying pound after pound of free goods. It is no disgrace. It is fun.

Through this kind of exposition a product is introduced with no slamming of doors in salesmen's faces and with no grab-a-bite and run method often met in store demonstrations.

NEWSPAPERS LINK UP ADVERTISING AND EXPOSITIONS

Up to this point the exposition, whether it be food, household, silk show, or any other kind of concentrated sales effort, has done but little for the manufacturer or wholesaler. It has given thousands of housewives a muddled impression of a hundred and one products. The product has received but momentary consideration. It is forgotten temporarily for another thrill of the big exposition.

Believing that this was the outcome of the usual demonstration, exposition, or display, and that no great sales, or no strong consumer-retail demand was built up, several newspapers in the country took up the idea and carried it further—turned the old method of displaying products and then running, into the new show—a merchandising event backed up by advertising reminding consumers and retailers of each product sampled at the show.

The method generally accepted by newspapers is to make a small charge, a fraction of the actual cost of operating the exposition, and then require that manufacturers and wholesalers take the step that will assure actual sales, increased business and good profits from the market. This step is regular advertising.

Unlike the instance cited by Mr. Bradbury where twenty times as much money was spent on the

display as on the advertising, a newspaper may require that seven times as much money be spent on advertising in its columns as is advanced for the rent of display space.

As a matter of fact expositions are merely a method of reaching the consumer and the retailer. Some firms use house-to-house sampling. Others throw products on front porches. Still others use other methods—but all use them for one purpose: to strengthen the demand of old customers and to win many new ones.

An exposition is for the same purpose. It is just another method. All cost money and all obtain results—provided some other method is used to keep the tolerant public sold on this particular brand after the exposition.

The best proof that these shows are "terrible financial drains" on manufacturers is the fact that 60 per cent of the companies exhibiting last year have reserved booths for the coming exhibition—of these 50 per cent signed contracts before the 1922 exposition was over. The same situation, we understand, exists in other markets where good shows, household expositions and trade displays are fostered and pushed through by newspapers.

It is strange how Kellogg Toasted Corn Flakes should stand for such "financial draining" when they have hundreds of other markets on which they might spend their time—markets where there are no expositions. Yet this company has been in the Milwaukee show for the last two years and will be one of those in the 1923 affair.

Aunt Jemima Mills, too, comes to Milwaukee in spite of the exposition—or, perhaps, on account of it. American Sugar Refining Company, J. J. Coleman, California Prune and Apricot Growers and something like 100 other food manufacturing companies and organizations have seen more than 100,000 persons pack the Milwaukee show.

As a matter of fact Mr. Bradbury is even further from the actual facts of expositions in

Q The man who's
afraid to do too much
for people he does
business with needn't
be afraid of having too
much business to do.

• • •

A Bromide taken from Bundscho's little
booklet, "Business Bromides." They'll
be glad to send one — just write in for it.



J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

lines other than food products. The 1900 Electric Washer, The Torrington Equipment and even Holland Furnaces have seen actual profits roll in from the Milwaukee show. The Federal Electric Co. opened up a washing machine agency in Milwaukee on the strength of prospects interviewed at the 1922 buying carnival. James S. Kirk Company is also a regular exhibitor in Milwaukee.

I offer the names of a few national advertisers whom I list among my friends in hopes that Mr. Bradbury's acquaintances (whose names he did not divulge) will get together and settle this question, "Are Expositions Good Advertising?"

Ricksecker Perfumes to Be Advertised by New Owner

The Theo. Ricksecker Company, manufacturer of perfumes for fifty-five years, has been bought by the White Tar interests, of New York.

An advertising campaign to recall to the public mind the prestige of Ricksecker perfumes is planned. The Ricksecker name will be retained and the business conducted as a separate unit of the White Tar business.

Arthur T. Smith Joins Groesbeck, Hearn & Hindle

Arthur T. Smith, who has been engaged in the automobile industry for a number of years, has joined Groesbeck, Hearn & Hindle, Inc., New York advertising agency, as an associate. He was at one time with the Harry Porter Company, Inc., also of New York.

Frank A. Saunders, recently with the Class Journal Company, also has joined Groesbeck, Hearn & Hindle, Inc.

Will Represent Perry-Lloyd Jones Newspapers

Cone, Hunton & Woodman, Inc., publishers' representatives, New York, have been appointed national advertising representatives of the Reading, Pa., *Herald-Telegram* and *News-Times* and effective April 1, of the Charleston, S. C., *American*, members of the Perry-Lloyd Jones League of Newspapers.

Start Firm to Represent Manufacturers

R. C. Getsinger, sales manager, and C. L. Fox, assistant sales manager, of the Lincoln Motor Company division of the Ford Motor Company, Detroit, have resigned to form the Getsinger-Fox Company, of that city, manufacturers' representative.

Work for Direct-Mail Convention Is Progressing

The Direct Mail Advertising Association has completed arrangements with the St. Louis Coliseum for holding its sixth annual convention in that building on October 24, 25 and 26.

John J. Farrelly has been made chairman of a special convention committee, which is composed of members of the Ben Franklin Club and the Advertising Club of St. Louis.

The association has decided that it will make its headquarters in the rooms of the Advertising Club of St. Louis at the Hotel Statler.

Eugene Forker, Business Manager, "Harper's Bazar"

Eugene Forker has been appointed business manager of *Harper's Bazar*, to succeed C. B. Van Tassel who, as reported elsewhere in this issue of *PRINTERS' INK* has become publisher of *Asia*. Mr. Forker previously had been with this publication in the Eastern and Western offices and at one time was Western manager. He resigned about a year ago to engage in advertising service work.

Wilfred W. Fry, Administrator of Ayer Estate

Wilfred W. Fry, of N. W. Ayer & Son, has been made administrator of the estate of the late F. Wayland Ayer at the request of Mrs. F. Wayland Ayer, and her daughter, Mrs. Wilfred W. Fry. The exact amount of the estate left by Mr. Ayer has not been made public, but an ultra-conservative estimate places it at more than \$2,000,000.

Joseph V. Freitag Leaves Norris, Inc.

Joseph V. Freitag has resigned as advertising manager of Norris, Inc., Atlanta manufacturer of candies. His resignation becomes effective in April. Mr. Freitag plans to engage in an advertising and merchandising business of his own with offices at Atlanta.

C. F. Dodd Joins Newark Motor Concern

Charles F. Dodd, recently general manager of the Brooklyn, N. Y., *Standard Union*, has become associated with the Childs-Brown Motors Company, Newark, N. J., as secretary-treasurer.

F. A. Haskins with John B. Woodward

Frank A. Haskins, formerly with the *Chicago Daily News*, has joined the advertising staff of John B. Woodward, publishers' representative of New York.

"Fold It on a Cleveland"

For Your Literature— Use Distinctive Cleveland Folds

Among the 210 different folds made by the Cleveland Folding Machine are a great many that have a very special value as attention getters.

By using these folds for your Direct Mail Advertising—Circulars, Folders, Envelope Stuffers and other pieces—you will secure that most desired essential in advertising—the interest of your prospect. And the cost is no more than you pay for pieces folded in the ordinary way.

These distinctive Cleveland Folds offer excellent facilities for adding to the strength of your sales talk by giving unusual advantages for a compelling display of your products.

Ask your printer for samples of the folds he can make on the Cleveland Folding Machine—if he has one. If he has not, send us his name and address and we will tell him where he can have your literature folded on one of our machines locally by a plant that takes in outside work.

"The Cleveland will fold anything any other folder can fold."

Use a page size that will print, cut and fold from a standard size sheet—and fold it on a Cleveland Folding Machine. Consult your printer.

THE CLEVELAND FOLDING MACHINE CO.

Cleveland
1929-1941 East 61st Street

Ohio

CHILTON SERVICE

Chilton Service offers manufacturers a thorough coverage of the quantity buyers of three great industries—automobile, tractor, and hotel supplies.

The three publications comprising the automobile group, illustrated on this page, provide the most practical, efficient and economical method of creating a trade market in this field of wonderful opportunities.

The **AUTOMOBILE TRADE JOURNAL** has more paid trade subscribers than any three other automobile publications combined, its influence extending from coast to coast and border to border.

The **COMMERCIAL CAR JOURNAL** is the overwhelmingly dominant trade paper in its field. It is the only medium giving a comprehensive coverage of the trade buyers in a billion-dollar industry.

The **CHILTON AUTOMOBILE DIRECTORY**, with its 80,000 guaranteed, proved annual circulation, doubles the number of quantity buyers reached by any other automobile publication. It is a mighty factor in creating a trade market. Chilton List Service, available to advertisers in the **DIRECTORY**, is the most complete and accurate service of its kind obtainable.

CHILTON COMPANY



The equal TRA CHIL former sive p while circula the k countr

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CHILTON SERVICE

The tractor field is covered with equal thoroughness by the CHILTON TRACTOR JOURNAL and the CHILTON TRACTOR INDEX. The former reaches nearly 5,000 progressive power farm equipment dealers, while the 25,000 guaranteed annual circulation of the INDEX covers all the known tractor dealers in the country.

The CHILTON HOTEL SUPPLY INDEX, with 40,000 guaranteed annual circulation carries the advertiser's story to the large quantity buyers in the hotel and allied industries. It is used by them for buying purposes because of its completeness and accuracy.

Chilton Service provides not only coverage of these important fields, but also information about markets upon which campaigns can be based. This is done through the surveys and reports of our Commercial Survey Department, maintained for the benefit of our advertisers.

If you wish to develop any of these fields, Chilton Service can be of great assistance. More detailed information on request.

All Chilton publications are members of the A. B. C.

Market & 49th Sts., Phila.



109

**national advertisers
have already begun
1923 schedules in
the Detroit Times**

**over
200,000 Sunday
over
180,000 Evening**

Detroit Times

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An Advertising Drive to Teach Women How to Sew

Marshall Field & Co. Show Retailers a Method of Taking Mystery Out of Home Dressmaking

By C. M. Harrison

THE American woman, according to Marshall Field & Co., of Chicago, is getting more and more into the habit of making her own clothes, or at least trying to do so. To take advantage of this condition Marshall Field's wholesale house encouraged dry goods retailers all over the Central West to put on a springtime home dressmaking advertising campaign beginning March 1. Full directions and a complete assortment of supplies for carrying on the sale were given to each dealer. The plan was first tried out in the Marshall Field retail store in Chicago and the results passed on to the customers of the wholesale establishment.

The event was merchandized for two months or more in advance. A detailed description was sent to the dealers in plenty of time for them to make the necessary merchandising arrangements. The very large number of orders for material with which to carry out the various steps of the event is regarded by the company as being conclusive evidence of the rightness of its idea that home dressmaking is rapidly coming into vogue again.

"Thrift of course is one of the main causes," said a Marshall Field department head. "The American woman is thrifty in the sense that she wants to see her family budget used for the very best purpose. This is natural and has been accentuated to a considerable extent by conditions. She is finding that her expenditures for apparel can be lessened to a remarkable degree if she makes most of her own garments. Also that the budget for clothes can go much further under these circumstances and can make possible the variety of gowns for different

occasions which every woman covets.

"Heretofore women have been fearful of cutting into expensive materials for fear that lack of skill would spoil them. But the fact is that dressmaking aids have become perfected to such a point that any woman of average ingenuity can cut and make her own garments if she feels so disposed. Patterns and fashion plates are quickly available for every new season's styles and the directions are not at all difficult to follow.

THE STORY OF ECONOMY NEEDS NO STRESSING

"In attempting to get our customers to take advantage of the profit-yielding possibilities of the situation we do not have to stress the economic side. Every woman knows that the making of her garments and hats constitutes the biggest item in their cost. Our main advertising task therefore, and that of our customers, is one of convincing women in general that if they want to, there is no reason at all why they should not enjoy the benefits of home dressmaking.

"The women are eager for this knowledge, and as a result retailers everywhere are coming to realize the many new opportunities for profitable merchandising.

"Everything is in the retailers' favor. Piece goods, laces, trimmings and notions are of a style and range previously unequaled. Pattern manufacturers are working as never before to make home dressmaking easy. Through public schools and sewing clubs it is being brought into almost every home."

It is on this idea that Marshall Field bases its spring advertising

and sales campaign to enable the retailer to develop his sales of piece goods and sewing accessories. An entire retail campaign involving newspaper advertising, direct-by-mail work, window trimming, interior displays and store instruction is provided. Each retailer is supplied with an advertising schedule showing the fourteen successive steps to take to make the event a success. Material for carrying these out is supplied.

In the first place the plan involves using small announcement advertisements in newspapers calling the customer's attention to the favorable time for making spring dresses, house dresses, aprons, bloomers, children's garments, sport clothes, Easter garments and the like. Stereotypes or mats for this advertising are offered without cost.

The next step is to follow up with large merchandising advertisements. For these carefully balanced layouts are provided. Mats or electrotypes of the headings and all the necessary illustrations are included. Also an appropriate editorial introduction.

In the circular announcing the sale Marshall Field prints many illustrations covering a wide range of timely merchandise. With each is an appropriate retail selling argument. All illustrations bearing a trade name are supplied to customers without charge and all others are available at cost. Trade brand mats are supplied free also, and all others sold at fifteen cents.

The retailer is instructed to clip out of the circular such illustrations and sales talks as he wants and then adapt the text to fit his individual requirements.

The layouts, editorials and illustrated sales talks cover a range wide enough to take in practically all the advertising needs of the store, whether it be large or small.

Supplementing the advertising some special sales letters are recommended. For these full text is supplied and electrotypes offered from which special letterheads can be printed.

After sending out the sales let-

ters the retailer is instructed to secure the co-operation of his pattern company. The pattern makers, naturally interested in promoting the home dressmaking idea, have prepared special spring newspaper advertising electrotypes and display material which is at the disposal of their customers. Marshall Field tells the dealer he ought to make full use of this.

The next step is to plan attractive window displays and store interior decorations. Numerous concrete suggestions for these are made, the idea being clearly shown by photographs and drawings. Several plans for aisle trims and ledge displays are shown in drawings and the method of construction presented step by step. The display material at the disposal of the retailer for the event includes counter cards, price tickets, flowers and sprays.

A PROFESSIONAL DRESSMAKER EMPLOYED BY RETAILER

With all the foregoing provided for, the retailer then arranges for the services of one or more professional dressmakers for the entire campaign. This gives the store an opportunity to announce professional assistance to customers selecting materials or planning new dresses, providing a method by which they can have expert advice as to the colors and fabrics that are best suited to their individual style.

It is strongly recommended that the event be observed by establishing in the store a dressmaking school, the instruction being free to all customers purchasing materials there. Usually the services of one good dressmaker are sufficient for this purpose, and if she has extra time it can be utilized in other duties around the store.

To stir up interest in the school and in dressmaking in general a prize contest is provided, to which girls of high school age usually respond enthusiastically. The contest plan provides for the offering of such prizes as pieces of fine fabrics or lace to the producers of the best examples of home dressmaking or fine needle



It's the woman who buys

AND the intelligent, up-to-date homemaker wants to buy wisely. But she needs something more than natural gumption to guide her.

This "something" over 600,000 women will find in *Modern Priscilla's* Better Buying Campaign, which began in the February issue with an article by Isabel Ely Lord—for many years director of the School of Household Science and Arts at Pratt Institute.

Only the woman whose main interest is her home would care for Miss Lord's article, or the ones that are to follow—

But—if you're advertising a product designed for home or family use — isn't this just the type of woman you particularly want to reach?

MODERN PRISCILLA
The Trade Paper of the Home

New York

BOSTON

Chicago

work. By means of the contest the retailer usually is able to secure the co-operation of domestic science teachers, local clubs and other sewing organizations.

The idea of providing instruction in retail stores for making certain articles is getting popular to the extent of being recommended to stores by manufacturers. The old idea was that such instruction really competed with articles the store had to sell, on which the profit might be larger than on the sale of materials to make them. But this is coming to be regarded as a shortsighted view on account of the advertising benefit that accrues to the store at large through thus catering to women's thrift instinct.

The plan is directly joined up with the selling of Marshall Field's merchandise. The dealer using it, while necessarily a customer of the house, is under no obligations to buy from the Marshall Field company the goods necessary to carry on the spring home dressmaking campaign. He may buy them wherever he pleases, or use goods he already has in stock if he is so inclined. But the illustrations to be used in the advertising are all made from Marshall Field goods, many of them being of branded lines. Retailers have learned from experience that it is risky to use an illustration even in an entirely general way unless they have goods of that exact pattern in stock. If, therefore, a dealer uses Marshall Field illustrations in his advertising he naturally is going to use its merchandise in order that he may make good with the illustrations.

Some concerns put out complete plans providing for every advertising and display detail of special selling events and then oblige the retailer to buy a certain quantity of merchandise before he has the privilege of using one of them. This requirement is justified to the dealers by the explanation that he necessarily needs the goods directly referred to in the advertising or he will not be able to carry out the campaign entire.

The underlying principle of course is to make sure that the special plan brings additional sales to the house putting it out. It is the Marshall Field idea, on the other hand, that it is best to make no specific requirements as to merchandise to be purchased, but to make the advertising helps of a type that will influence special purchases. The window trimming and display helps are made up directly out of Marshall Field merchandise for the same reason.

In other words, if a dealer uses your illustrations in his advertising or window displays, he is going to use your merchandise because he could not very well get along with any other kind, even if he wanted to.

A Bulk Product to Be Sold in Small Units

The Ideal Disinfectant Corporation, New York, manufacturer of Idico, which has been sold in bulk, is now marketing its product in small cans for household uses. A newspaper advertising campaign for Idico is now being planned by Cirkor & Company, Inc., New York advertising agency.

Burson Knitting Account with Maxwell, McLaughlin & Co.

The Burson Knitting Company, Rockford, Ill., manufacturer of "Burson Fashioned" hosiery and knit goods, has placed its advertising account with Maxwell, McLaughlin & Company, Inc., Chicago advertising agency.

Leaves "Women's Wear"

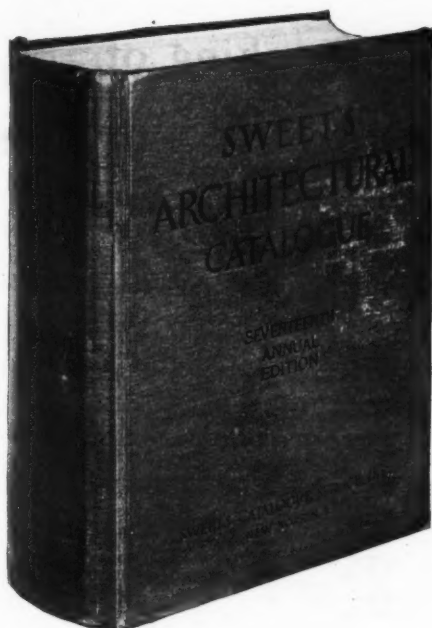
Edward D. Dolbey has resigned from the classified department of *Women's Wear*. It was reported in error in *PRINTERS' INK* of March 8, that he had been made Philadelphia representative of the Fairchild publications, New York.

Leaves Crumrine Agency

Thomas A. Baggs has resigned as vice-president of The Arthur M. Crumrine Company, Columbus, O., advertising agency. His headquarters were in the New York office which was under his direction.

Toronto Agent Adds to Staff

Thornton Purkis, Toronto advertising agent, has made the following additions to his staff: J. Findlay Sullivan, Frank Sullivan, P. Acland, David Jackson, and Mrs. E. M. Moyer.



**The One Efficient and Economical
Method of Filing Your Catalogue for
a Full Year in 12,000 Offices of
Architects and Other Important
Designers of Buildings.**

SWEETS CATALOGUE SERVICE, Inc.
133 West Forty-fourth Street, New York City

FORMS FOR EIGHTEENTH EDITION CLOSE JUNE 30

Speaking of "Natural Resources" CANADA HAS

90%	of the world's cobalt,
88%	" " " asbestos,
85%	" " " nickel,
32%	" " " pulpwood,
20%	" " " lumber,
20%	" " " cured fish,
18%	" " " oats,
15%	" " " potatoes,
12%	" " " silver,
11½%	" " " wheat,
11%	" " " barley,
4%	" " " gold,
4%	" " " copper.

You can never again establish your trade mark in the Canadian mind so economically as NOW.

THE DAILY NEWSPAPERS

Speaking of Advertising

THE Canadian Daily Newspapers are the primary advertising medium of Canada—dominating the cities and towns in which they are published, but not confined in circulation or influence thereto. They offer the United States advertiser the opportunity of “zoning” his advertising efforts—or “broadcasting” the same.

10% of your United States appropriation will give you a constant and efficacious Canadian campaign.

THIS SPRING—write these papers direct, or take up the matter of Canadian advertising with your agency.

The Maritime Market

	Population	Newspaper
St. John, N. B.	55,000	Telegraph & Times
St. John, N. B.	55,000	Journal
Halifax, N. B.	75,000	Chronicle & Echo

The Quebec Market

	Population	Newspaper
Quebec, Qua.	111,500	Le Soleil (French)
Quebec, Qua.	111,500	Telegraph
Montreal	839,000	Gazette
Montreal	839,000	La Presse (French)
Montreal	839,000	La Patrie (French)

The Pacific Market

	Population	Newspaper
Vancouver	165,000	World
Victoria	60,000	Times
Victoria	60,000	Colonist

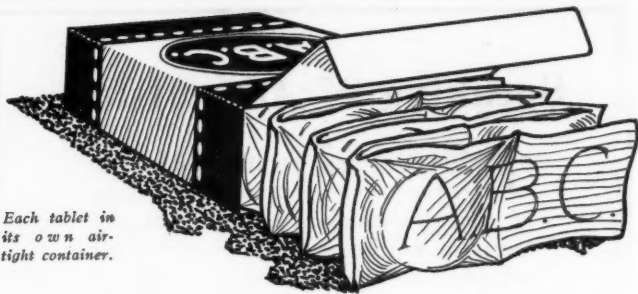
The Ontario Market

	Population	Newspaper
Kingston	25,000	Whig
London	70,000	Advertiser
London	70,000	Free Press
St. Catharines	21,000	Standard
Brantford	35,000	Expositor
Toronto	622,326	Globe

The Prairie Market

	Population	Newspaper
Winnipeg, Man.	280,000	Free Press
Winnipeg, Man.	280,000	Tribune
Regina, Sask.	35,000	Leader & Post
Saskatoon, Sask.	31,364	Phoenix & Star
Calgary, Alta.	75,000	Herald
Edmonton, Alta.	70,000	Journal

OF CANADA



Each tablet in its own airtight container.

ARE you planning to try out a new pharmaceutical tablet—and do you want the *packing cost held down?*

Or are you planning a sampling campaign—and do you want a form of packing that will help in getting *greater sales from the sampling?*

Or do you want the entire packing job on your entire yearly output of tablets *taken off your hands?*

Would you like to see facts and figures showing the advantages and economy of turning the job over to our Contract Department—each tablet to be wrapped and sealed in *Sanitape?*

We assume all responsibility and supervision—show you a worth-while saving—and give you the best kind of tablet packing known today—each tablet wrapped and sealed airtight in its own moisture-proof and climate-proof Sanitape container.

You simply have all the various items shipped to us—tablets, printed matter, boxes, display cartons and shipping cartons—we do the rest—either delivering to you ready for sale and distribution, or making shipments on order to your large customers direct from our plant, as desired.

Sanitape machines automatically wrap, seal, and count any given number of tablets as a sampling or sales unit—from a single tablet up to 100 or more.

Full information on request.

IVERS-LEE COMPANY

215 Central Avenue
Newark, New Jersey

The
Modern
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of
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SANITAPE

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A Direct-Mail Campaign That Doubled an Agency Force

How the Van Kannel Revolving Door Company Made Its Customers Its Employment Agency and Got the Wanted Type of Man

By James True

A DIRECT campaign that not only doubled the number of agencies for an established specialty, but also greatly increased the business and added more than 1,000,000 square miles of live territory to the sales field, you would naturally suppose to be complicated and decidedly out of the ordinary. But the outstanding feature of the campaign under consideration is its simplicity.

And while its details and results are especially suggestive to manufacturers of building materials and specialties and all other goods sold through manufacturers' agents, it has several features that will be helpful to direct advertisers in many lines of business. The campaign is an excellent example of the effective placing of a high-class proposition before prospective salesmen; but its unusual success is mainly due to the fact that it takes full advantage of the selling and advertising efforts of the company.

The Van Kannel Revolving Door Company, of New York City, which undertook this campaign last year, has been merchandising its products for thirty years, and, until last year, 95 per cent of its volume was sold by twenty-seven agents located in the largest and most strategic cities of the country. These agents solicited business and followed up all inquiries in their cities and local territories; but a number of them found their selling fields too large for intensive work.

Just previous to January, 1922, the administrative department of the company, directed by Robert L. Blanchard, analyzed and revised all territories. It was found that there were twenty-nine additional headquarter cities, logical centres for additional agencies. Surrounding territories were lim-

ited according to a quota system, based on the number of prospects in each territory and the assessed valuation of the classes of buildings which use the company's products. The problem, then, was to secure adequate representation in the new territories.

"Because our doors are well known to most architects and builders," Mr. Blanchard explained, "we appealed to them for aid. We secured a list of the names of 751 representative members of both professions in the twenty-nine cities, and, in January, we wrote them requesting the names of responsible agents."

THE PLAN FOR THIS DIRECT-MAIL CAMPAIGN

This mailing included a blank for the names and general qualifications of two recommended prospects, a stamped, addressed envelope, a two-page treatise, "What It Means to the Manufacturer's Agent to Represent the Van Kannel Revolving Door Company," and six pages of signed paragraphs from letters from users commenting on the durability, dependability, traffic control, economy, upkeep and appearance of the doors. Thus architects and builders were reminded of the prominence of the company and the worth of its products, while they were directly appealed to by the accompanying letter, the text of which follows:

Your advice is earnestly sought in the selection of a manufacturer's agent maintaining headquarters in your city to represent us in the sale and installation of Van Kannel products.

Your name has been selected as one of several from whom we are seeking this advice, as we believe you are in a position to recommend an agent who has proved by performance his ability to co-operate successfully with you—one who is recognized at the offices of the builders and contractors in your city—who is familiar with the territory surrounding

your city, and one who is capable of guarding both the manufacturer's and the user's best interests.

Your advice, we assure you, will be held in strict confidence, and any names that you may send us on the enclosed blank provided will be greatly appreciated.

And a postscript states, "In order that you may be fully informed of our latest product we are sending catalogue under separate cover."

Thirty-five per cent of those who received this letter answered it. In each of twenty-seven out of the twenty-nine cities, the company received the names of a number of prospective agents, with considerable information concerning them. In every case the most promising prospects, judged from the replies from architects and contractors, were chosen, and within a very few months the company had secured the co-operation of twenty-six of them under contract.

This unusual result was produced largely by one mailing. It included the two-page treatise explaining the company's service, the six-page bulletin of paragraphs, which were also sent to the first list, a portfolio explaining and illustrating the company's extensive direct advertising campaign and a letter that read as follows:

Several of the foremost architects and contractors in your section have suggested your name to us as the logical distributor of Van Kannel products in your territory.

This suggests to us that you are not only well fitted by reason of your experience and your standing in your territory to act as our representative, but the enthusiastic recommendations that have been received from the architects and contractors relating to you, in response to our investigation, convince us that you will have their hearty support on announcing that you have become associated with us.

The attached outline will explain briefly the co-operation and service that we are prepared to extend to you. Our advertising plans for the present year are briefly explained in the enclosed portfolio.

On reading these, if you will wire us at our expense of your interest in this proposition, full details regarding commission and extent of territory will go forward to you, together with a complete Sales Portfolio, which will enable you to decide definitely on our proposition.

As representation in your territory must be definitely and immediately de-

cided upon, we ask that you wire us (collect) at once, whether or not you are in position to consider this offer.

Both mailings indicate that quantity of material is not a detriment, provided that each piece is interesting and pertinent to the proposition. The letters received attention and created immediate interest, to an unusual degree, because they recognize in their first paragraphs the responsibility and the authority of the recipients.

The portfolio, entitled "Better Entrances Mean Better Business," presents the covers of a number of booklets and a series of folders with return cards that constitute the season's campaign of direct appeal to prospective purchasers of the goods. Bound into the front of this portfolio a letter, signed by the president of the company, explains the details of the advertising in their relation to the prospective Van Kannel representative. In fact, the letter begins with two lines set in caps, announcing, "What this most intensive national advertising drive means to you as a prospective Van Kannel representative."

INFORMATION THAT IS BELIEVED TO BE HELPFUL IS GIVEN

There is also an impressive report on business conditions and the prospects for building during the year, which also is bound into the portfolio. The figures and graphic charts of this are convincing, and they cannot be read by a prospective representative without conveying the impression that the time is propitious for him to accept the proposition if he can.

This mailing is unusually complete. It seems to anticipate every question that a recipient could think of, and to answer it fully. Furthermore, it states a proposition that is attractive in itself, and then offers and illustrates and fully explains a co-operation that was obviously designed for the purpose of assisting representatives to make sales readily.

"Within a few weeks," Mr. Blanchard continued, "we had signed contracts with thirteen of

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the prospects, closing that many of the new territories. The others required time and special correspondence. To all those who did not reply within ten days after receiving the mailing we sent a telegram, requesting them to please advise us if our proposition had met with their approval, and stating that we were holding contracts open for them. Several of them wired their replies, and we followed up these, as well as all of the others, as long as necessary, handling each individually. And within about ninety days we had signed up with twenty-six representatives, closing twenty-six out of the twenty-nine territories, and we closed them all before December.

"As soon as an agent expressed adequate interest in the proposition, either by wire or letter, we sent him a copy of our regular agents' sales portfolio, and we closed a contract with practically every agent who received this book. It is a large loose-leaf binder filled with selling aids. Its first few pages outline the five main divisions into which it is divided—selling points, recent comment of users, testimonial letters, photographs and general information."

The most striking feature of this portfolio is the accessibility of the facts and information it presents. Its contents teem with convincing selling arguments and ideas. The book is logically compiled, and a clever method of indexing allows the salesman to turn instantly to the evidence he wants to present, or to answer any question regarding the product. So complete and so well arranged are the data that a salesman who knew nothing of the products could, undoubtedly, after an hour's study of the book, present the line intelligently to a prospective buyer.

"Of course," Mr. Blanchard said, "the selling portfolio had something to do with our landing the agents, although I think we had most of them sold on both the company and our line before they received the book. But we are certain that it had a great

deal to do with the remarkable increase in business that the agents secured in new territories. Undoubtedly the portfolio gave them all an impetus to sell Van Kannel doors, a desire to put the proposition before their customers and prospects.

"In all of the territories we had the names of recent inquirers to send the new agents. Monthly, we were mailing booklets, letters and folders to a list of 47,780 carefully selected prospects, under six classifications, and replies were satisfactory both in number and quality. So we gave the new men both the opportunity and the means of making sales, and, in most instances, the response was immediate.

WHAT THE NEW MEN ACCOMPLISHED

"For the year, the new men, owing to the time required to discuss and adjust various questions and close all contracts, averaged about eight months' work for us; but they produced a business for 1922 which was 148 per cent over the average for the five previous years. And it showed an increase of 66 per cent over the best year's business the territories ever produced for us.

"This campaign also had a profitable effect on a number of our established agencies. Of course we had advised all of our agents regarding the revision of territories, and we sent them the portfolio of the advertising with letters explaining this part of our selling work. There were ten of the established agencies which were not so productive as the others; but their sales showed an increase of 67 per cent last year over the previous five-year average."

Previous to 1922, 5 per cent of the company's volume came from the undeveloped territories. This business, though small, was a basis for sales work; the products had been thoroughly introduced, at least, and the company built on this fact in offering a proposition that was definite and promising, by cultivating the field with direct advertising and securing inquiries."

A Manufacturer's View on Expositions

ARMSTRONG CORK COMPANY
LANCASTER, PA., March 12, 1923.

Editor of PRINTERS' INK:

Do you happen to have a dozen copies of your March 1 issue, or could you furnish me with twenty-five proofs pulled from the forms of the article appearing on pages 33, 34, 36, 41 and 42 of that issue?

We are badgered a good deal by our branch offices, who, under local pressure, write us asking permission to run exhibits at local shows. The writer thought that reprints of this article might give these good boys of ours something to think about.

ARMSTRONG CORK COMPANY,
(Linoleum Division)
S. E. CONYBEARE,
Advertising Manager.

AMOS BRADBURY'S articles in the March 1 and March 8 issues caused a great deal of discussion among manufacturers, advertising agents, publishers and promoters of expositions. In another part of this issue is a story on the value of an exposition when it is tied up with newspaper advertising. As Mr. Bradbury pointed out, the professional buyer secures valuable information at the exposition arranged for his benefit. The consumer, if advertising is used in connection with the exhibit and following it, is reached in one more way.

The situation faced by the Armstrong Cork Company is common with many manufacturers. When the manufacturer makes the exposition stand on its own feet and looks on it in the same way as any other proposition put up to him, he will be able to separate the sheep from the goats. There are good expositions and useless ones, just as there are good advertising mediums, non-descript mediums and useless ones. The manufacturer who is out to buy results at a certain percentage of cost will investigate each proposition on its own merits.—
[Ed. PRINTERS' INK.]

Carter & Hudson, publishers' representatives of Chicago, have been appointed to represent "Edict," the official publication of the Illinois Federation of Women's Clubs.

California Public Accountants Advertise State's Standards

The California State Society of Certified Public Accountants has been using newspaper space to explain just what a certified public accountant is, how the professional standing of any accountant may be ascertained, and why only accountants of proved professional attainments should be retained on Federal tax problems.

In advertisements headed "Official Caution Re 1923 Taxes and Accounts" the State Board of Accountancy was quoted at length as to its twenty-year-old standards for certified standing. According to this copy cities were being "overrun with individuals and firms styling themselves 'tax and accounting experts' who, in many cases, render inferior or faulty service. Be as prudent, therefore, in selecting your accountant as you would be in choosing your doctor or your lawyer," the copy cautioned readers.

New Duluth Agency to Direct Patrick Advertising

John McDonald, Jr., and Norton Mattocks have incorporated the Mattocks-McDonald Company at Duluth, Minn., to conduct an advertising business. Mr. Mattocks has been advertising manager of The Klearflax Linen Looms, Inc., for the last three years, and previously had operated his own advertising service at Duluth. Mr. McDonald has been assistant sales manager, in charge of manufactured wool products, with F. A. Patrick & Company, Duluth.

The Mattocks-McDonald Company will handle the advertising account of F. A. Patrick & Company, manufacturers of overcoats, sweaters, hosiery and other woolen garments.

G. O. MacConachie Joins Dunlop Tire Corporation

G. O. MacConachie has been appointed advertising manager of the Dunlop Tire & Rubber Corporation of America, Buffalo, N. Y. He was formerly assistant to the president of the U. S. Shipping Board at Washington and at one time was director of publicity of the Bethlehem Shipbuilding Corporation, Ltd. More recently Mr. MacConachie has been advertising manager of Joseph P. Day, Inc., of New York, realty operator.

New Accounts for Groesbeck, Hearn & Hindle

The Calorizing Company, Pittsburgh, manufacturer of Calorized pipe, using business publications, the Paragon Gear Works, Taunton, Mass., Paragon Motor Gears, and the Winton Engine Works, Cleveland, O., both using marine and business publications, have placed their advertising accounts with Groesbeck, Hearn & Hindle, Inc., New York advertising agency.



29,427

29,427 was the average net paid circulation of the Portland Press Herald for February, 1923.

This is a gain of 57% over February, 1922 and a gain of 24% over the average for the three summer months of 1922.

PRESS HERALD PORTLAND, MAINE

Special Representatives
POWERS & STONE, INC.

New York

Boston

Chicago



Rand McNally Map Systems

*give quick
and accurate
sales information*

GUESSWORK and half-knowledge have no place in the decisions of a sales manager. Your information must be complete and accurate. And it must be right at hand—lest opportunity slip away while facts are hunted and figures checked!

A RAND McNALLY Map System serves you in just these ways! It presents in graphic, quickly readable form, just the information you need! On it you can lay out sales campaigns and tally their progress, checking from day to day the calls of salesmen and the results at-

tained. You can indicate clearly the location and number of jobbers and retailers—prospects and customers. You can record the results of advertising and the circulation of dealer helps.

A RAND McNALLY Map System is inexpensive in initial cost and in cost of operation. It will more than pay for itself in a short time. For it simplifies filing, cuts out time-consuming detail and gives at a glance the desired information. A clerk can keep even the largest system up to the minute—so direct is it, so simple in operation.

Every RAND McNALLY Map System—whether wall map, desk or wing maps—is planned for the job it has to do. It is installed in your office only after research by our business map specialists, who work without expense or obligation on your part. We are ready to study your needs as an engineering problem and to devise for you the business map system that meets them exactly.

RAND McNALLY & COMPANY

Map Headquarters

Dept. Q-14

536 S. Clark Street, Chicago 42 E. 22nd Street, New York

Branches: Philadelphia . Washington . Boston . Buffalo . Pittsburgh
Cleveland . Detroit . St. Louis . San Francisco . Los Angeles

Write for "*The World At Your Finger Tips*"

This RAND McNALLY booklet explains in detail many different map systems which have been installed to meet specific requirements in some of the country's leading concerns in many different lines. "The World At Your Finger Tips" is full of suggestions which will be valuable in your own affairs. Write for it on your letter-head. It is free!

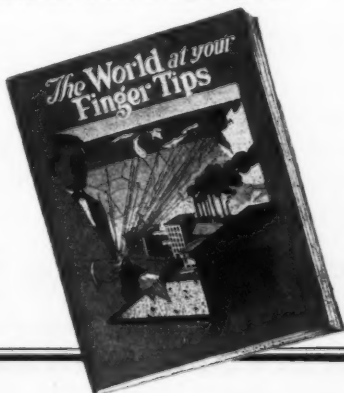




Illustration by Mr. John Hammer whose designs for lithographed and printed advertising material have that necessary quality that insures good reproduction.

**Just what I've been
looking for**

- | | |
|---------------------|--|
| INTRODUCE | your merchandise by illustrated folder or booklet. |
| ESTABLISH | acquaintance with an interesting mail series. |
| INVITE | buyers into the store by an attractive window display. |
| IDENTIFY | your product by a distinctive label or package. |
| MAKE IT EASY TO BUY | small articles with a counter display container. |

A DIRECT ADVERTISING CAMPAIGN may include some or all of these items. We supply plans based on sound merchandising experience, ideas, copy, designs and substantial manufacturing for lithographed and printed advertising material.

THE MUNRO & HARFORD CO.

Manufacturing Lithographers & Color Printers

416-422 WEST THIRTY-THIRD ST., NEW YORK CITY

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Wisconsin Dairymen Working toward Advertising

Dairy Industry of That State Forms Corporation to Solve Marketing Problems

A WESTERN counterpart of the New York Dairymen's League has been formed at Madison, Wis., to be known as Wisconsin Dairying, Inc. Only dairymen and bankers will be admitted to membership. The organization is the outcome of a recognition in Western and Middle Western circles of a growing need for better merchandising methods in the sale of dairy products. In addition to the Wisconsin group, the creameries in Minnesota have banded together to sell butter in Eastern markets through chain stores, and creameries in Iowa are tugging at the leash, preparing to make an entry into the national field through co-operative endeavor. In fact, throughout this region there are signs of unrest among members of the dairy industry. It is realized the existing order of things can stand considerable improvement along the lines followed by the California co-operative groups and the United Dairymen of Canada.

Wisconsin Dairying, Inc., is the first definite step in this direction. Dairymen members have pledged one day's milk checks in 1923 and 1924 as their contribution. Bank members are endeavoring to secure pledges of one-tenth of 1 per cent of each bank's capital stock to be placed at the disposal of the new enterprise. In this connection it should be mentioned that the acting head of Wisconsin Dairying, Inc., and one of the incorporators, is J. M. Smith, who is also president of the State Bankers' Association.

The fundamental purpose of the organization is found in the question: "What should be done to line up the rural forces of the State in a movement to put high quality Wisconsin dairy products first and foremost everywhere?" To reach that objective it is planned, first of all, to encourage uniform standards of high quality

products. After that, group marketing and co-operative advertising will be given a place on the program.

In the beginning the object will be to advance the cause of the cheese producers and to enlarge the power and scope of the Wisconsin Cheese Producers' Federation. Here, the plan is to teach the cheese producers' organization and its units the obstacles which must be tackled and overcome before association advertising may be used. Then similar work will be done with the eighty or more co-operative creameries forming the Wisconsin Co-operative Creameries Association. From this it will be seen most of the preliminary work of Wisconsin Dairymen, Inc., will be with cheese and butter producers.

THERE IS STILL MORE AHEAD

That does not mean, however, that efforts will be confined to the promotion of these two items. As contributions are received from sources other than cheese or butter makers, they will be allotted to separate budgets and used solely for the advancement of the dairymen concerned. In this way it is expected fluid milk, condensed milk, ice cream and powdered milk will receive the attention of Wisconsin Dairymen, Inc. in due course.

To summarize, these are the purposes and proposed activities of Wisconsin Dairymen, Inc.: First, to develop a better merchandising system for dairy products which means organization, standardizing, packaging, labeling and advertising; second, to assist State supported agencies in organization groups for the production of high quality dairy products; third, eventually to secure to the farmers engaged in the production of quality dairy products all the financial returns over and above legitimate expenses of mer-

chandising. The latter objective does not mean that the organization intends overthrowing the present channels of distribution. As a matter of fact it has been announced the plan will be to work with and through the present-day distributive outlets.

New Canadian Advertising Clubs Being Formed

An advertising club is being formed at Amherst, N. S., and plans for the organization of clubs are being made at Moncton, N. B., and Charlottetown, Prince Edward Island.

Bumper Account for Aubrey & Moore

The Ramspring Bumper Company, Chicago, plans an advertising campaign on "Ramspring" bumpers. The account is being handled by Aubrey & Moore, Chicago advertising agency.

W. B. Upperman Dies

William Blake Upperman, who had been a member of the advertising staff of the New York *World* for more than twenty-two years, died on March 14. He was 66 years old.

Tire Company Changes Name to That of Product

The name of the Grand Rapid Tire & Rubber Corporation has been changed to the Corduroy Tire Company. "Corduroy Cord" tires, which are manufactured by the company, have become so well known through advertising that the corporate name was overshadowed, one of the company representatives tells *PRINTERS' INK*, causing considerable inconvenience. "The name of our product became so much better known than the company itself that our distributors and dealers demanded that the name be changed," he said. "People familiar with our advertising were looking for the company's name in telephone and trade directories under the name of the tires and so much mail was being addressed to us as the Corduroy Tire Company that the stockholders voted to make the change in name."

Cigarette Account for New York Office of Kastor Agency

Bailey Brothers, Inc., Winston-Salem, N. C., manufacturer of tobacco, has placed the advertising of its "Carolina Royal" cigarettes under the direction of the New York office of The H. W. Kastor & Sons Advertising Company, Inc. Newspapers will be used.

A 100% Automobile Market

QIf you know Rotarians, you know that they are the big executives—representative of their industries, trades and professions.

QThey are over 85,000 in number, in 1300 cities, and they are almost 100 per cent automobile owners. Their requirements as to new cars, tires, accessories and motor trucks are large enough to make this group worthy of special cultivation. Their annual personal incomes aggregate nearly \$900,000,000.

QThe BEST way to reach them is through

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

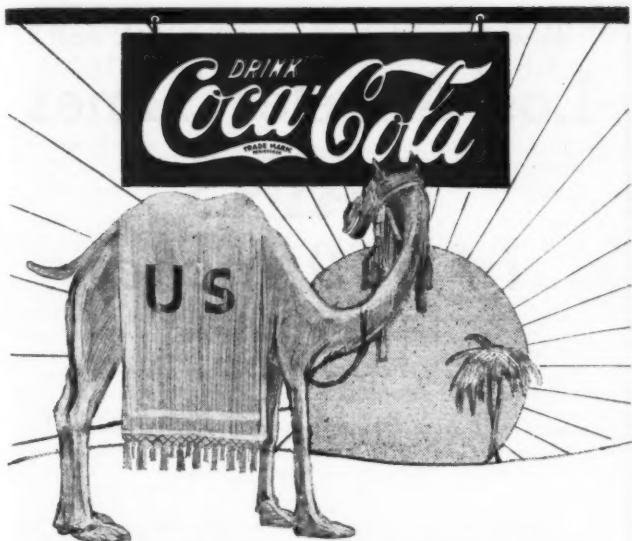
CHICAGO

Mid-West Representatives
Wheeler & Northrup
1340 Marquette Bldg., Chicago

Advertising Manager, Frank R. Jennings, 221 East 20th Street, Chicago

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International



The Thirst of a Nation

Gentlemen of the Soft Drink Industry:

You see before you a Camel whose eight days are up. Is the Camel down-hearted? No! "Chero!" he says "I know where I can wet my Whistle." He has found an oasis marked by a familiar sign that has guided him for years. Well, what about it?—say you. Ah! To every Camel there hangs a tale:

Suppose this "Ing-Rich" Sign of life-lasting porcelain and steel were *your* sign, displayed at every oasis of the great American desert; where the thirsty millions—all Camels by choice or by chance—will refresh themselves during the dry years to come?—Wouldn't it be a good sign?

Will you let us show you how to wink at the camel? Write for free sign offer and circular in colors.

INGRAM-RICHARDSON MFG. CO.

College Hill, Beaver Falls, Pa.

ING-RICH

Tasteless Publicity in **SIGNS** Everlasting Porcelain

(Reprint from LOS ANGELES TIMES, March 4, 1923)

Los Angeles Times

GAINS

14,079 Inches

February 1923 over
February 1922

*Last Year's Score Was a Topnotcher; Nevertheless the
Present Gain Is One of the Largest Ever Made by
"The Times" in a Month*

The figures for Times advertising for February, 1923, show a gain of 14,079 inches over the same period in 1922, notwithstanding the fact that in February, last year, The Times printed the colossal total of 140,785 inches of advertising. This phenomenal increase is not confined to any one class of business, but is distributed over each of the main groups of advertising, as shown by the following table:

TIMES FEBRUARY ADVERTISING, 1922 AND 1923 (Stated in Inches)

Class of Advertising	Feb., 1922	Feb., 1923	Gain
Local display advertising . . .	77,553	82,277	4,724
National advertising	16,002	19,339	3,337
Classified advertising	47,230	53,248	6,018
Total advertising	140,785	154,864	14,079

A Result Due to:

- (1) Stupendous purchasing power of TIMES readers;
- (2) Concentration of circulation within local shopping radius;
- (3) The fact that TIMES circulation is almost wholly home delivered.

Los Angeles Times

Eastern Representative: Williams, Lawrence & Creamer Co.,
Harris Trust Building, Chicago—225 Fifth Avenue, New York.

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How Important Are "Store Demonstrations" and "Special Commissions to Clerks"?

Eight Leading Toilet Goods Manufacturers Tell of Their Experience over Periods Ranging from Five to Twenty-five Years in the Business

By William Resor

SHOULD the manufacturer of toilet goods employ a large number of demonstrators or special saleswomen and place them in the toilet goods departments of department stores and drug stores? Should he give special commissions to saleswomen behind the counter for selling his line? Or should the manufacturer put his investment into securing a consumer demand for his product, using only a few demonstrations and allowing no special commissions to clerks? Every year these questions are becoming more vital.

Every year competition is becoming keener in the toilet goods business. Toilet goods buyers are being offered special sales arrangements, pin money for the clerks, etc., if they will stock items that are "just as good" as the better known advertised lines. Some of these lines get into the stores. Some buyers stock the "just as good" items, while other buyers go back to the manufacturers who advertise and ask for still more liberal sales arrangements.

No sooner does one manufacturer make a more liberal arrangement with a buyer than some other manufacturer comes along with a still better proposition to make to him.

At first the toilet goods buyer was glad to have a manufacturer place a demonstrator in his store for a few weeks each year. Later the demonstrator became a permanent one. Her salary was paid entirely by the manufacturer though she was required to sell a great many other articles besides those of the manufacturer she

represented. (In some stores the demonstrator is obliged to take stock, help in other departments of the store, etc. One manufacturer recently said that on a rainy day he found his demonstrator working in the umbrella department.) This practice has grown so that today in one of the largest toilet goods departments in the country the salaries of over thirty girls in the department are paid by individual manufacturers. And in addition rental for the counter space is charged.

LEGAL AND ILLEGAL METHODS

A practice known as the P. M. system is being used increasingly by some manufacturers. They pay the saleswomen in the toilet goods department a special premium for selling their line. In some cases this amounts to two cents on a twenty-five cent article and five cents on a fifty cent article. Sometimes the manufacturer makes the arrangement with the manager of the store or department, and the commission is divided between the manager and the saleswomen. This method is legal. But in other cases the commission is paid direct to the saleswomen without the knowledge of the manager, which is, of course, illegal.

Of the many successful toilet goods manufacturers today there are a few who still use store demonstrations as their principal sales force. Others are using demonstrations in addition to advertising. Some have discontinued the use of demonstrators entirely and are using advertising alone. Investigation shows that a majority of the manufacturers who are outstanding successes in the toilet goods business today are using

demonstrations only in the larger stores in cities like New York, Chicago, Boston, Philadelphia, St. Louis, and Detroit.

Of the few manufacturers who have built their business in a large degree through the use of store demonstrations, the case of one is especially interesting. He employs over 200 special demonstrators—probably the largest number used by any one manufacturer in the toilet goods business. This manufacturer also supports a large sales organization. He does very little advertising. His sales expense is very high, and, due to the practice of using so many demonstrations, he admits that his net profits are gradually decreasing in relation to his gross sales.

Another manufacturer who uses demonstrators employs eighty-five. Each sells on an average of \$150 worth of goods a week. Each demonstrator is paid a salary of \$25 a week or approximately 16 per cent of her gross sales. This manufacturer uses no advertising to the consumer. Still another

manufacturer employs 175 demonstrators and uses practically no advertising. But he is using fewer demonstrators now than formerly.

DEMONSTRATION HAS ITS SATURATION POINT

Undoubtedly there is a saturation point at which diminishing returns are reached when demonstrators are used. In the introduction of a line this may properly be rather high, but in maintaining the sale of a line most economically, the consensus of opinion among some of the largest manufacturers in the field is the fewer the demonstrations, the lower the selling cost. This is partially confirmed by the fact that today two manufacturers who have been known for their extensive use of demonstrators are launching advertising campaigns.

One of the prominent toilet goods manufacturers who uses both store demonstrations and advertising says that store demonstrations are the most unprofitable form of selling that he employs.

Exclusive Weekly Market Service

HARDWARE AND METAL gives the wholesale and retail hardware trade of Canada the only weekly market service on hardware, metals, paints and oils, from Montreal, Toronto, London, Winnipeg, Calgary, Vancouver, St. John.

The completeness of our service enables **HARDWARE AND METAL** to secure the highest subscription price paid for any hardware paper.

If interested in the Canadian hardware trade, you will be interested in a booklet entitled, "What the Canadian Hardware Trade Has to Say Regarding **HARDWARE AND METAL**."

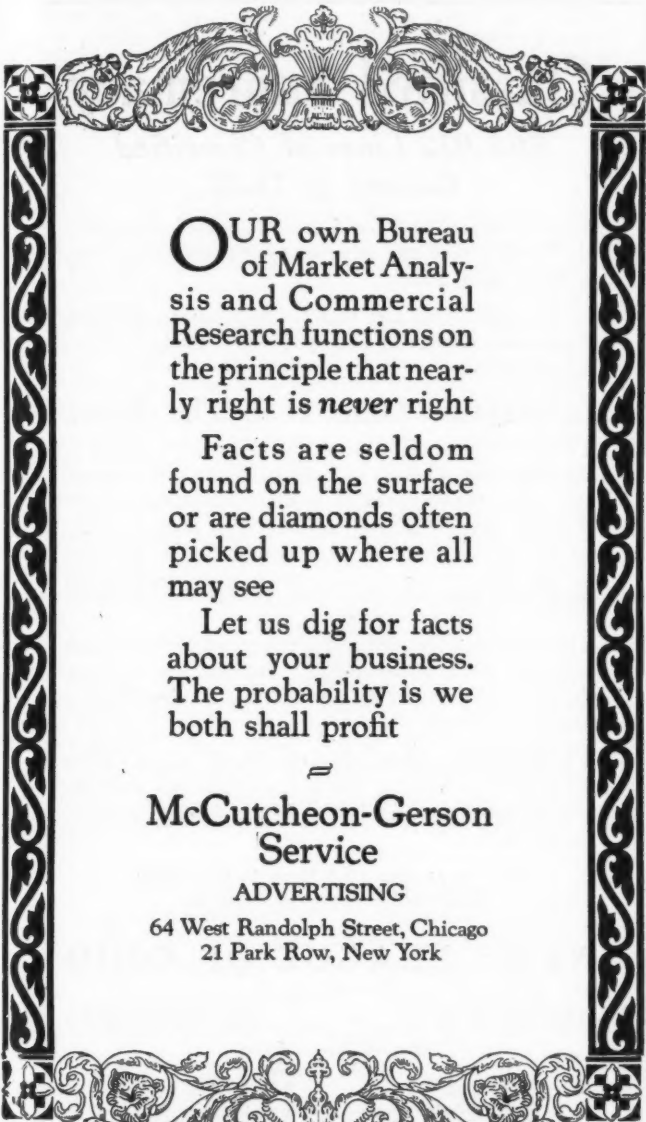
Hardware — Metal

MEMBER A.B.C.

MEMBER A.B.P.

Canada's National Hardware Weekly Since 1888

143-153 University Ave., Toronto, Canada



OUR own Bureau
of Market Analy-
sis and Commercial
Research functions on
the principle that near-
ly right is *never* right

Facts are seldom
found on the surface
or are diamonds often
picked up where all
may see

Let us dig for facts
about your business.
The probability is we
both shall profit

McCutcheon-Gerson
Service

ADVERTISING

64 West Randolph Street, Chicago
21 Park Row, New York

Classified Supremacy

**698,912 Lines of Classified
Gained in 1922**

THE DAYTON NEWS in 1922 gained more lines of Classified than any other evening paper except two in the United States.

It is a well-known fact that the newspaper publishing the greatest number of Classified Ads is the best advertising medium.

In Dayton, Ohio, It is The News

To some degree, all businesses render service, and it is the particular privilege of none to say he alone serves, but rather the privilege of us all. The motto of the Black Prince, "I Serve," adjunct with courteous efficiency, has increased the dominating lead maintained by The News over all other newspapers combined in the local field.

The News in February, 1923, compared with the same period in 1922, increased 2692 classified ads, or more than 23 times the amount gained by all other Dayton papers combined.

To those advertising, this consistent gain of The News is no new thing, but it is an assurance that the best classified medium in the Miami Valley is better than ever.

**Use the Dayton (O.) News in Your Next
National Classified Ad Campaign**

NEWS LEAGUE OF OHIO

Members A. B. C.

DAYTON NEWS

SPRINGFIELD NEWS

National Representatives:

I. A. KLEIN

N. Y.—50 E. 42nd St.

Chicago—76 W. Monroe St.

Pacific Coast—A. J. Norris Hill Co.

Hearst Bldg., San Francisco.

He has seven demonstrators and would eliminate all of them if it were possible to get good representation in these few stores without them. This manufacturer's statement is very interesting because it is a well-known fact that it is much easier for a demonstrator to sell a woman a product she has seen advertised than one wholly unknown to her.

Another manufacturer who is very successful employs eight demonstrators. He frankly says that the total amount of merchandise sold as a result of their use is but a drop in the bucket as compared with his total business. He recently said he would like to cut out all demonstrations because they are a very expensive form of selling. The products he makes are very widely advertised.

Still another manufacturer whose line is very widely known has in the last few years discontinued the use of store demonstrations entirely. For many years he employed a large number of dem-

onstrators. He felt he must do so in order to compete with other manufacturers who had been employing the same method for years.

Not only did the demonstrators furnish a continual source of trouble and annoyance, but they did not—everything considered—constitute a profitable sales arrangement. Most manufacturers feel that the gross sales of a demonstrator must be at least six times her salary in order to make the demonstration pay for itself.

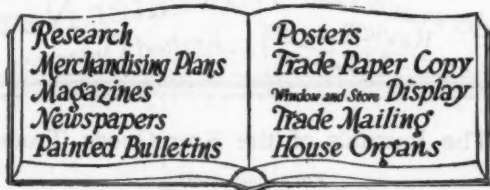
When the demonstrations were discontinued sales decreased in the department stores where the demonstrators had been, but sales in the thousands of drug stores where the line was carried showed an increase. There was no loss in the manufacturer's volume. His advertising continued on a broader scale.

In 1915 one small toilet goods manufacturer who was doing a business of \$140,000 a year, was spending about \$40,000 a year on



W.S. HILL Company

Complete ADVERTISING Service



8 West 40th St
NEW YORK

Vandergrift Bldg
PITTSBURGH

store demonstrations alone. He decided to eliminate them all and to put a small amount of money into consumer advertising.

The first year of this change in policy brought increased sales. In five years he had built up a business of nearly \$600,000 a year. His advertising appropriation naturally increased each year. The percentage of his total sales expense was cut down materially. With the use of demonstrations it had taken sixty-seven years to build up a business of \$140,000 a year. By advertising to the consumers of his product, in five years he more than quadrupled his business.

This case is perhaps so exceptional in favor of advertising as against demonstrations that it is not representative. However, it does show how advertising can reach out beyond the field of the demonstrator and create a real consumer demand, good-will, and ready sales for a product that has merit.

Manufacturers are realizing they cannot go much farther with the trade. The more special arrangements they make, the harder they are making it for themselves. This is shown by the present P. M. system. As soon as one manufacturer offers the saleswomen behind the counter a premium for selling his line, a competitor comes along and increases the commission. The system is not only unethical but basically unsound. It is a serious menace to the toilet goods business.

Manufacturers are awakening to the fact that the store demonstration idea is a survival of the "before advertising" days, and that its role in merchandising has changed. Before advertising proved to be such a tremendous force in selling, and such an economical one, the use of store demonstrations was probably the most profitable method of creating sales. Today it is a slow and expensive method.

The tendency is inevitably to-

The KNIT GOODS GROUP

*Knitted Fabrics
Apparel*

*The
Underwear & Hosiery
Review*

*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

*Published monthly
by*

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

Advertising Agencies and their clients should thank the advertising managers of New York City papers

¶ When the men who head the advertising staffs of New York City's great newspapers put their heads together and demonstrated so clearly the national significance and easy reachability of New York as a primary market—

¶ They did a real service for the manufacturer who lets himself believe that it is a "hard market."

¶ If your goods will sell anywhere in America, they will sell in New York. And more of them. And it does not take a fortune or a year to find out.

¶ We have been selling the New York market successfully for 32 years for our clients on a *national basis*—just as we have been selling the rest of America.

¶ A discussion of Cone Service involves no obligation.

Andrew Cone
General Advertising Agency

Established 1890

Member American Association of Advertising Agencies
Associated Advertising Clubs of the World
Audit Bureau of Circulations

Tribune Building, New York City

Telephone: Beekman 2791-2792-3235

PEORIA'S LARGEST DEPARTMENT STORE

*15 Local Groceries, 11 Automobile
Agencies, and Scores of Other
Local and National Advertisers*

USE THE JOURNAL-TRANSCRIPT EXCLUSIVELY—

Feeling that the Morning Transcript and the Evening Journal combination covered the buying power of the Peoria market, the Block & Kuhl Company, Peoria's largest department store used these two papers exclusively from February 1st, 1922, to September 1st, 1922. At the beginning of the second year this concern contracted for 1½ million lines to be used in the Journal-Transcript for this year.

THE REASON—One or the other of these papers goes into 9 out of 10 homes in Peoria territory where a daily paper is taken.

THE PEORIA JOURNAL-TRANSCRIPT PEORIA, ILLINOIS

CHAS. H. EDDY CO.,
Representatives
CHICAGO NEW YORK
BOSTON



Mar.

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983,67
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F. J.
Comm
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adver
vice-pr
Service

ward replacing demonstrations with consumer advertising. Manufacturers may continue to keep a demonstrator in the six or seven leading department stores throughout the country, but the policy of employing a large number of demonstrators is fast losing favor.

Most manufacturers agree that the bulk of the sales expenditure should be put into sound and judicious advertising to the ultimate consumer of the product—advertising that will create consumer demand and build goodwill.

Whitman's Instantaneous Chocolate Advertised

Stephen F. Whitman & Son, Philadelphia, makers of Whitman's Chocolates, Marshmallow Whip, etc., are using large space in newspapers to advertise their Instantaneous Chocolate. The package is shown, and the copy points out that while the product costs more than cocoa, the beverage is far better.

A novel way of giving directions for making is an illustration of a heaping teaspoonful of the chocolate on one side of the package and a cup of steaming chocolate on the other.

Cleveland Office for Des Moines Publishers

The Merchants Trade Journal, Inc., Des Moines, Ia., has opened a Cleveland office under the management of C. Foster Tope. Mr. Tope will represent *Home Equipment*. He was formerly with The Osborn Manufacturing Company, Cleveland, manufacturer of Osborn brushes.

Merchandising Division for Westinghouse Lamp Co.

H. A. Grace, manager of the advertising department of the Westinghouse Lamp Company, "Westinghouse Mazda" lamps, New York, has been placed in charge of a newly established merchandising division of that company.

Miller Rubber Sales Increase

The Miller Rubber Company, "Geared-to-the-Road" tires and drug sundries, Akron, O., reports net sales of \$24,764,244 in 1922, compared with \$18,983,677 in 1921. Net income after taxes, depreciation, and interest charges was \$2,756,607, in contrast with a deficit of \$1,290,604 for 1921.

F. J. Baumeister has organized the Commercial Display Company at Chicago to erect and maintain highway display advertising. He has been until recently vice-president of the North American Service Company, Chicago.

Producing Profit

THERE is no other kind of advertising which possesses as many elements of producing profit as the Daily Newspaper, for it reaches and is read by every member of the family—ask your agency.

Boston Globe

Baltimore Sun

New York Times

Minneapolis Tribune

San Francisco Bulletin

St. Louis Globe-Democrat

Philadelphia Public Ledger

Des Moines Register and Tribune

Information regarding these trade centers and trade conditions will be gladly furnished by the advertising departments of these papers.

GUY S. OSBORN

Incorporated

CHICAGO

1302 Tribune Bldg.

DETROIT ST. LOUIS
701 Ford Bldg. 401 Globe-Democrat Bldg.

Over 425,000 Paid Circulation

Our Mailing Clerk's Report for March 1st showed 441,027, distributed as follows:

Alabama	40,724
Arkansas	5,969
Florida	24,031
Georgia	78,549
Kentucky	39,420
Louisiana	14,622
Maryland	4,481
Mississippi	24,750
North Carolina	51,367
South Carolina	54,497
Tennessee	21,419
Texas	6,114
Virginia	28,600
West Virginia	27,094
Miscellaneous	15,440

Total Net Paid.....437,077

Advertisers	663
Advertising Agencies...	615
Exchanges and Comp...	1,647
Sample Copies (Direct)	0
Sample Copies (To Can-	
vassers)	535
Files, Spoils, Etc.....	490

Total Press Run.....441,027

Southern Ruralist

Supreme in the South

Rate \$2.00 per Agate Line

ATLANTA, GA.

A Sales Manager's Letters to New Salesmen

(Continued from page 28)

In discussing, with another sales manager, the trials and tribulations of the sales manager with a constantly growing force of new road men, there was one type upon which we agreed as being most difficult to handle. This is the type of man who starts out moderately well—does better—increases sales beyond the danger point—and then resigns. This type of man has enough backbone and drive to win the battle, but not enough vision and not enough stamina to know that he has won it and to follow up his victory.

We counted on our fingers up to twenty-five men of this very type that we had lost, between us, in five years. We agreed that we had lost almost no men since we had diagnosed the disease, for a few cases where men jumped us for other employers were placed on the side of "better inducements" rather than on the "discouraged" side of the ledger.

A LETTER THAT CURED THE DISEASE

Back in early 1922 my friend and brother sales manager reduced his treatment of the disease to this type of letter—one which has saved men for me as well as for him:

"Congratulations!

"While you may feel a bit battered as a result of your first four rounds with the trade, remember that you are still on your feet and going strong. The fact that you feel a bit wobbly on your pins is natural, for you have been boxing with a tough opponent. From my years of experience at the ringside and in the ring, I can tell you that you are going to win the decision. I am not looking at you—I am watching the other fellow, as shown by your sales record. He can't stop you, and he has already admitted it. So don't spoil your good work in these first four rounds by thinking that he is as tough as you are,

Truth

Established 1898

412 Eighth Avenue

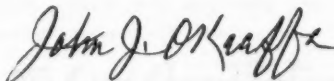
New York City, N. Y.

TRUTH MAGAZINE is the favorite magazine of a large army of practical men and women, who purchase supplies for hospitals, orphanages, asylums, churches, colleges, schools and institutions of every kind for the education, comfort and requirements of both youth and age.

The men and women who purchase supplies for these institutions read TRUTH. It is largely the source of their information. It fills their business, intellectual and spiritual needs. It fills a want in their lives and in their affairs. It protects their interests and safeguards any transaction they have through it. No dishonest or doubtful proposition can reach them through TRUTH MAGAZINE. They patronize it because it merits their confidence. They will patronize its advertisers for the same reason.

TRUTH MAGAZINE has been a member of the Audit Bureau of Circulations seven consecutive years.

TRUTH MAGAZINE goes to press on the 10th of each month. Copy received up to April 10th will be in time for insertion in the May number.



President.

EDWARD P. BOYCE
Eastern Advertising Office
706 Emmet Building
New York, N. Y.

JOSEPH P. SHEILS
Western Advertising Office
906 Boyce Building
Chicago, Ill.



QUALITY and QUANTITY in CANADA

Mr. Walsh's very interesting article in the March 1
Printers' Ink—probably you read it—

A National Mail-Order Business That Succeeded without a "Price Appeal"

How a Huge Mail-Order Harness Business Was Developed in the Farm
Market with the Aid of Farm-Paper Advertising, Catalogues
and Personalized Direct-Mail Copy

By James M. Walsh

President, Walsh Harness Company, Milwaukee

—recalls to us a test of the Canadian Farm Field made
three years ago by the Walsh Harness Company.

A single 224-line advertisement "Without a 'Price
Appeal'" was put in **THE FAMILY HERALD AND
WEEKLY STAR**. During the following two months
there were 744 requests for catalogues—three times
better results than the best U. S. medium.

THE SAME MARKET and the **SAME MEDIUM**
will give you the **SAME RESULTS** today

For rates and other information write the Advertising Manager.

Family Herald and Weekly Star

Canada's National Farm Journal

Montreal

Canada

BRANCH OFFICES:

New York, U. S. A.:
DAN A. CARROLL, Representative,
150 Nassau Street

Toronto, Ont., Can.:
M. W. MCGILLIVRAY, Representative,
390 Bay Street

Chicago, U. S. A.:
J. E. LUTZ, Representative,
Tower Bldg., 78 E. Madison Street
London, Eng.:
M. A. JAMIESON, Representative,
17 Cockspur Street, S. W. 1

and perhaps tougher—for he isn't.

"From now on, your one opponent is yourself. It's one thing to win a contest, and another thing to know that you have won it. Just because you're tired, don't think for a minute that you are licked, when the other fellow is at your feet and the referee is counting him out. Some of our salesmen have had an easy time in the past two months. The territories in which they have worked have felt the return of prosperity earlier than yours. But remember that since you have won out against harder conditions, you will cash in all the more when buyers in your territory begin to have the confidence which they will feel within a month or two, if business prophets are to be believed.

"If you feel a bit stale from the hard work of the past month, don't hesitate to wire us that you are taking a couple of days off. These will be with full pay, provided that you will guarantee to forget business and take plenty of exercise, see a movie and read a few adventure stories. You see that we are so pleased with what you have done, and so confident of what you are going to do, that we're glad to have you take a little earned rest to change your thoughts and give you a breathing spell. If, on the other hand, you are still up on your toes and looking for more fight, in spite of the four fast rounds you have boxed, by all means go down the line, meeting all comers and showing no favors.

"Congratulations!"

When I first used this type of letter our vice-president in charge of sales was frankly opposed to it, as he felt that it would give the new man an exaggerated idea of his importance; tend to make him let up at a critical moment, and give him the idea that we weren't particularly serious when we hammered in the idea of hard work as the one road to success in selling. When I pointed out the men that we had lost in the past by attempting other remedies, he was willing to give the

FILMS

THAT ARE WORTH
SEEING MORE THAN
ONCE

DISTRIBUTION

THAT REACHES THE
BEST MOVIE AUDIENCES
IN THE LAND

COST

THAT IS VERY LOW
PER PERSON BECAUSE
MILLIONS ARE REACHED.

*"These have made
us successful—"*
BOSWORTH, DeFRENES,
& FELTON.
WILKES-BARRE, PA.

The Billboard

AMERICA'S FOREMOST **Weekly** THEATRICAL DIGEST

Ask The Actor

*THE more show folks who
read your ad, the bigger
will be your percentage of
results.*

*THE BILLBOARD is read by
more show folks than all
other theatrical and motion
picture trade papers com-
bined.*

*THEREFORE, THE BILL-
BOARD will bring you the
biggest results.*

*PLENTY of proofs on de-
mand.*

Member A. B. C.

NEW YORK

1493 BWAY. BRYANT 8470.

CHICAGO | CINCINNATI

35 SO. DEARBORN | 25 OPERA PL.

idea a trial; and now is enthusiastic because of the results. In fact, in extreme cases where I feel that a mighty good new man is about to slip, he uses his title as an excuse to make the encouragement more emphatic.

One of our assistant sales managers recently called me to task for a tray full of letters I had dictated to men who had done good but not exceptional work. He told me that I was spoiling the men and that I would unquestionably make it more difficult for him to keep their accuracy up to the mark, and ultimately make it very difficult for me to hold the men's feet down on earth on matters of policy and price. "You wrote Johnson of Iowa a letter that will swell his head to the breaking point," he asserted. "You know how cocky he was in training, and you were the one to warn me that he would slight every detail if I let him get the least bit out of hand. Now you turn about and tell him that he is

a cat's whiskers with a crown on his red head. You must have had a wonderful breakfast this morning, Chief." Well, it was true that I was sitting on the top of the world at the time I wrote the "tray full of letters" to which my assistant referred. The knowledge of this fact made me most careful in my praise, and, if anything, restricted it.

For there is a type of salesman naturally inclined to be egotistical, who needs to be fed on his own pet food once in a few years. He needs to get into a boastful and bragging spirit. He needs to be encouraged to tell you just how good he is and just what a killing he is going to make. While he is in that mood he sets marks for himself that no sane sales manager would ever dare establish. Usually this type of man is just as sensitive as he is overconfident.

Capitalizing this truth, I have found repeatedly that it is good sales management to pat a man



DORRANCE, SULLIVAN & COMPANY

Formerly Grandin-Dorrance-Sullivan, Inc.

Advertising

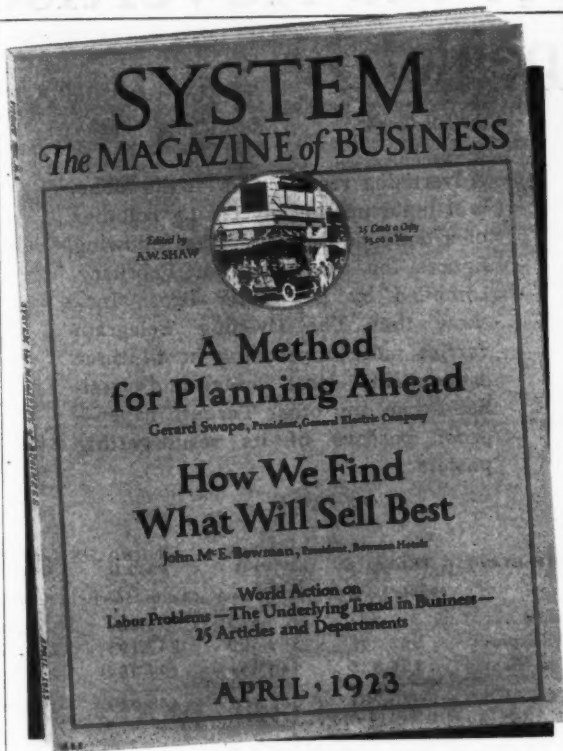
130 WEST FORTY-SECOND STREET

NEW YORK

Main at Colfax
SOUTH BEND

McCormick Building
CHICAGO

Read~



At newsstands



25 cents

Five of every six homes in Toronto get a Telegram each night.

Let the Advertiser speak!

Advertising results, and results alone, will build up the advertising columns of a daily newspaper. The following figures for the month of February, compiled by De Lisser Bros., Inc., show that The Evening Telegram carries more advertising in all three departments—local, foreign and classified—than any other Toronto paper—proof positive of its result-getting powers:

THE EVENING TELEGRAM	SECOND PAPER	THIRD PAPER	FOURTH PAPER
(Agate Lines)	(Agate Lines)	(Agate Lines)	(Agate Lines)
Classified 317,527	178,625	56,829	50,153
Local Display 552,245	539,509	247,193	223,511
Foreign Display . . . 155,935	144,851	144,984	132,503
TOTAL 1,025,707	862,985	449,009	406,167

THE EVENING TELEGRAM TORONTO, CANADA

N. T. Bowman, Advertising Manager

U. S. REPRESENTATIVES—VERREE & CONKLIN (Inc.)
 NEW YORK—300 Madison Ave. CHICAGO—Steger Building
 DETROIT—117 Lafayette Blvd. SAN FRANCISCO—Monadnock Bldg.

on the back and congratulate him enthusiastically on a merely moderate accomplishment. This makes him feel that he must tell me that he hasn't half struck his gait, and to watch his smoke. As we have a force of over two hundred men, we usually find at least half a dozen that I can write along this line, when one case indicates the advisability of this type of treatment. Letters of this type, by the way, are easy to write when you are in the mood, and all but impossible to write when an attempt is made to sandwich them in between letters of definite criticism and letters of technical and specific sales suggestions.

The one thing that is imperative in connection with the new salesman and correspondence is to make it clear to the new man that he is not forgotten when he leaves on a trip. It is important that he should realize quickly and that he should be reminded frequently that the sales manager and his assistants all follow his work,

not only from the critical and cold angle of accuracy and neatness in connection with orders and reports, but particularly from the viewpoint of his accomplishments and oversights.

The new salesman who receives on successive days or successive weeks two letters, one of criticism for passing by trade which should have been visited and one which applauds the number of different items on an order, feels, from that moment, at home. He knows that he is one of the family—which is the real reason why I am writing more and more letters to new salesmen.

John A. Kick Buys Interest in Chicago Agency

John A. Kick formerly with the Chicago office of the Curtis Publishing Company and more recently with Collins-Kirk, Inc., Chicago advertising agency, has acquired an interest in the Louis H. Mertz Advertising Agency, Chicago. The name of the agency has been changed to Mertz, Kick & Company.



STANFORD BRIGGS INC.

ADVERTISING ART

392 FIFTH AVENUE, N.Y.

Layouts, designs, and Illustrations for every purpose in every practical technique.

WRITE US FOR SAMPLES OR
BETTER STILL ASK US TO CALL

Join New York "Morning Telegraph"

George B. Van Cleve has joined the New York *Morning Telegraph* as assistant publisher and general manager. He was at the head of the Van Cleve Company, New York advertising agency for more than twenty years, and was recently general manager of Cosmopolitan Productions, of the International Film Service Studios, New York.

Mr. Van Cleve has appointed John Starbuck as advertising manager. Mr. Starbuck was formerly with the New York *Evening Journal* and more recently with the Fairchild Publications, New York.

J. W. Walters has resigned as head of the merchandising and copy department of the Fairchild Publications to take charge of a similar newly organized department of the *Morning Telegraph*.

Outdoor Advertising Concern Changes Name

The Poster Advertising Company of Champaign and Urbana, Ill., has changed its corporate name to the C. & U. Poster Advertising Company.

Frederic H. Robinson Dead

Frederic H. Robinson, proprietor and managing editor of the *Medical Review of Reviews*, New York, died on March 15 at the age of thirty-two.

Evers, Myers & Watrous Succeed Glidden & Evers

Evers, Myers & Watrous, Inc., is the name of an advertising agency that has been organized to conduct an advertising agency at Chicago, to succeed Glidden & Evers. Harry Myers, formerly with Erwin, Wasey & Company and Lord & Thomas, and William G. Watrous, formerly with Williams & Cunningham, Inc., and *Good Furniture*, are new members of the agency.

Feed Account for Snitzler-Warner Agency

The Hales & Hunter Company, Chicago, manufacturer of poultry and stock feeds, has placed its advertising with the Snitzler-Warner Company, Chicago advertising agency. Poultry papers and newspapers will be used for this account.

Will Direct Sales of "Tulip" Drinking Cups

L. H. Beardsley, for the last three years with the Phillips-Jones Corporation, New York, "Van Heusen" collars, as manager of sales promotion, has been appointed general sales manager of the Paper Utilities Corporation, "Tulip" drinking cups, also of New York.

"ASK THEM TO TRY" CAMPAIGN

MANUFACTURERS of Food Products and Household Necessities who may be interested in a campaign that insures the *active* and *personal* co-operation of the leading and most progressive grocers of the country should write at once for full information.

All rights to this unusual and successful **MERCHANDISING CAMPAIGN** in the Food and Grocery Fields have been secured by

NATIONAL GROCER

"The Class of the Grocery Field"

Jno. F. Dalton, Jr.

Advertising Director

208 S. La Salle Street

Chicago, Illinois

Reaching Over 12,000 of the Country's Leading Retail Grocers

**Just
Out!**



**Examine
this
new
book
for
10 days
FREE!**

The First Book to Present a Complete and Adequate Treatment of Outdoor Advertising

MILLIONS of dollars are spent every year on outdoor advertising, and the industry gives employment to thousands of people. Yet, so far as a careful search discloses, most works on advertising either ignore this important branch of advertising or give it but cursory treatment. Hence it has been the author's aim to supply a complete and practical treatise, based on careful research, to fill the unquestioned need for an adequate presentation of the subject.

OUTDOOR ADVERTISING

(A McGraw-Hill Business Book)

by
Wilmot Lippincott

340 pages, 103 illustrations 32 pages in color, \$5.00

IN this book the whole subject of outdoor advertising is covered. It discusses the psychology of outdoor advertising, goes thoroughly into art and color technique, electric display, street car advertising, the cost of outdoor advertising, etc.

Some interesting features of the book are:

- (1) The hundred or more black and white reproductions of posters, painted displays and bulletins used by national advertisers.
- (2) The 32-page color section, in which many well-known posters and painted displays are reproduced in four colors.
- (3) The chapter on War Advertising with its reproductions of most of the famous posters used both here and abroad during the war.
- (4) The many detailed cost tables, which make it possible to figure the cost of any poster campaign in practically any part of the country.

Send for the book today. We'll gladly put a copy in your hands for 10 days' Free Examination.

FREE EXAMINATION COUPON

McGRAW-HILL BOOK CO., Inc.,
370 Seventh Avenue, New York

You may send me for 10 days' examination LIPPINCOTT'S OUTDOOR ADVERTISING, \$5.00 net, postpaid.

I agree to return the book, postpaid, within 10 days of receipt or remit for it.

Name

Address

Official Position

Name of Company

P.L. 8-23-23

In Albany, N. Y., it's— The Times-Union!

- *1. First in Advertising**
- *2. First in Circulation and in News**

*1. During 1922 of all Display Advertising placed with the Daily Newspapers of Albany
THE TIMES-UNION CARRIED
5,778,809 lines of Local Display copy or 46%
1,851,271 lines of Foreign Display copy or 51%
7,630,080 Total Lines Display Copy

*2. THE TIMES-UNION sells more papers in the City of Albany every day than all the other Albany Dailies combined.

With undeniable leadership in lineage and circulation in the Capitol City of the Empire State, with closest relations between ourselves and those who will handle your products—the retailers of the City of Albany—we offer the national advertiser and his counsel a real buy in a very important market.

THE ALBANY TIMES-UNION

MARTIN H. GLYNN, Publisher.

Foreign Representatives
VERREE & CONKLIN, INC.

New York Detroit Chicago San Francisco
300 Madison Ave. 11 Lafayette Blvd. 28 E. Jackson Blvd. 454 Monadnock Bldg.

Advertising the Point of Contact

Public Utility Companies Use Advertising to Make the Gas Meter Understood and to Dispel Misconceptions That Have Made It a Creator of Ill-Will

By Robert Bostick

DOWN somewhere in almost every cellar is that disagreeable and unpopular watch dog, the gas meter. It has had all sorts of things said about it by irate householders.

Gas companies know of this aversion. In many parts of the country some of them are doing an unusual and courageous thing in making the much-hated meter the centre of an advertising campaign to the buying public. In many cities, widely separated geographically, newspaper advertising copy is now appearing that goes right to the mat with a prejudice against the gas meter. Among other cities, this type of copy is now appearing in Dallas, Tex., and Cincinnati, O. The methods used in these cases are different, but the purpose is the same; namely, to tell what a gas meter is and how it serves the consumer.

Recent copy in Dallas reproduces as an illustration the face of a gas meter and tells the gas buyer exactly how to read his meter so that knowing the method he will not be suspicious of the figures. The Union Gas and Electric Co. of Cincinnati, tells the public some facts about the gas meters in their cellars.

"Any gas meter," says this copy, "is much like a pint or quart measure for water or flour. When the covers are off you can see two leather pockets—or bellows. Those bellows draw in the gas from the street mains and discharge it into your house piping.

"Attached to the bellows are some simple little cog wheels which move the hands on the clock-like face of the meter dial as the gas passes through. Your meter actually measures the gas by taking it in and pouring it out. It cannot register the same gas twice. And, when your burner cocks are all closed, it cannot

move unless there is a leak in the piping inside your house.

Gas meters are not made by the companies that supply gas to the homes. They are manufactured by well-known firms, of high reputation, that specialize on the building of mechanical devices that are as accurate as human skill can make them.

"A gas meter may get out of order and need fixing—just like your watch. An old watch is more apt to run too slow than too fast. This is also true of a gas meter or of any other device made of iron or copper or leather that will wear out in time.

"Close all your burners once in a while and watch the small test dial at the top of the meter. If the hand moves, your pipes or appliances are leaking. Call a plumber at once. Gas leaks are dangerous.

"If there are no house leaks, but you still think the meter is not working right, report the trouble to our service department for prompt investigation."

GOOD-WILL VALUE IS READILY APPARENT

This copy has a distinct news value since it is safe to say that few people know all the facts about the gas meter in their own cellar. Very few people know, for example, that gas meters are not made by the companies whose business it is to supply gas to the home. The average citizen is always willing to learn some new facts, and copy of this type that tells him the facts in an interesting and readable way can be successfully used in building up goodwill.

Many manufacturers are finding that one of the best methods of taking their product out of the rut class is to discover the weakness of that product from the consumer's standpoint and then turn

this weakness into an asset instead of a liability.

Many other companies in a like manner are discovering that it pays to discuss the point of weakness in the company's contact with the public and explain away certain misconceptions, in frank and informative copy.

New Publication for School and College Students

The American Student is the name of a new publication which is being published by The American Student Company at Buffalo, N. Y. The purpose of this new periodical, the publisher states, is "to promote and inspire excellence in school work."

Robert L. Tennis, formerly with The Associated Press, is president of The American Student Company.

H. A. Holman with Chicago Office of "Printers' Ink"

Harold A. Holman has joined the advertising staff of **PRINTERS' INK** and *Printers' Ink Monthly* with headquarters at the Chicago office. He was formerly with W. H. Stockwell, publishers' representative, in Chicago and Canada.

Sustaining Members to Have Officer in Associated Clubs

The new constitution of the Associated Advertising Clubs of the World, effective at the Atlantic City convention, June 3 to 7, provides for the election by sustaining members of one of the seven members of the Executive Committee. Nominations may be made by any five sustaining members. Such nominations, however, must be made before April 1. Edwin T. Meredith, Des Moines, publisher of *Successful Farming* has been already nominated.

Eric W. Gibberd to Join Abraham & Straus

Eric W. Gibberd, an associate of the Federal Advertising Agency, Ltd., London, Ont., will join Abraham & Straus, Inc., Brooklyn, N. Y., department store, on April 1 as advertising manager and assistant to W. R. Hotchkiss, publicity director.

Ralph Jones, who has been with Abraham & Straus, Inc., has been appointed assistant advertising manager.

Insurance Account for Cleveland Agency

The National Petroleum Mutual Fire Insurance Company, with home offices at Philadelphia, has placed its account with The Powers-House Company, Cleveland advertising agency.



Five Trunk Railroads Enter Superior

New Home of the Superior Evening Telegram

Each of them separates lines in from one to five directions out of Superior.

Extensive terminals are maintained here by all these as well as by local roads. The employees of these roads are high-salaried men.

One of these big lines alone paid out \$4,000,000 in salaries and wages at the Superior office in 1922.

The Evening Telegram is the only daily serving the people of Superior and upper Wisconsin.

HAMILTON-DE LISSER CO., Inc.

Foreign Representatives

25 WEST 43RD STREET, NEW YORK

127 NORTH DEARBORN STREET, CHICAGO

A personality that impressed me

WE met in the club-car on the way to Chicago. He was a young fellow; clean-cut in manner and appearance. His talk was modest, straightforward, honest. He knew thoroughly the line he was selling. But he didn't pretend to "know it all." He evidently was on the lookout for any helpful hint.

We have a place
here for a man like that

OUR staff is composed of just such men; specialists each in his line; all eager to learn still more about their specialty. ¶ We are particularly strong in our production end—every department of it. Mr. Halderman's coming (as announced in the March eighth issue) completely rounds out our operating staff. ¶ *But we'd like another salesman.* Like the man I met. A good fellow who knows good printing and how to sell it. A man whose appearance will inspire confidence; whose tact will avoid antagonizing; whose knowledge and ability will be helpful to our clients as well as to ourselves.

If you—buyers of printing and others—

know of such a man, put him in touch with us, please. There'll be a hearty "thank you" coming from both him and us.

John H. Smith Press, Incorporated
30 to 38 Ferry Street, New York City

Telephone
Beekman 2858



President

THE UNITED STATES FEDERAL COURT HAS DECIDED
THAT THE NAME L'ORIGAN OR ORIGAN IS THE EX-
CLUSIVE PROPERTY OF COTY IN THE UNITED STATES

The extraordinary popularity of Coty products has resulted in numerous attempts to trade on the popularity by the unauthorized use of his name or by imitation of his packages and trade marks.

Coty's perfume L'Origan was recently subjected to such exploitation—a perfume "Origan" being put on the market which was not of Coty manufacture.

Prompt litigation ensued and on March 8, 1923, a decision was handed down by His Honor Judge Learned Hand in the U. S. District Court for the Southern District of N. Y., holding that the name "L'Origan" or "Origan" could be applied lawfully in the United States only to Coty's product.

A complete copy of Judge Learned Hand's decision will be mailed on request

THE COURT STATED IN PART—

"— The name means a single thing coming from a single source and well known to the community. The scent characterizes the name as much as the name the scent and probably means to most people the plaintiff's familiar product, to be had everywhere, rather than a compound of particular substances. Such being the situation, Coty's rights seem secure. If the word were a part of the speech of customers it might indeed be proper to limit his protection to a distinguishing suffix. . . . It is not such a word. . . . If d'Heraud means to market the same scent here, it is fair that he should use another name for it. The fact that Coty has given its name to that thing, if he keeps the connotation of proprietorship, will not justify another in its appropriation. The description inheres in the ownership, and was created along with the good will. Coty may therefore take an unconditional injunction in his own suit on giving a \$10,000 bond, and a denial of the motion in LeBlume's suit."

COTY, INC.

Coty PRES
714 Fifth Avenue | New York

Two Hawaiian Dailies Combine

The *Hilo Tribune* and the *Hilo Post-Herald*, Hawaii, have been purchased by a group of Hilo and Honolulu business men, the latter representing the ownership of the *Honolulu Star-Bulletin*. The two dailies have been combined under the name of the *Tribune-Herald*. Charles E. Banks is editor and Frank J. Cody is business manager.

The paper will be represented on the mainland by the Alcorn-Seymour Company, Inc., publishers' representative, New York, Chicago and St. Louis, and M. C. Mogensen & Company, Inc., publisher's representative, San Francisco, Los Angeles, and Seattle.

Coal Company Advertises Coal Conservation

The coal situation is not only the problem of the coal dealer, but also the problem of the consumer, says the Geo. B. Newton Coal Company, of Philadelphia, in newspaper advertising. The company offers to supply its customers to the best of its ability, but tells them its resources are limited and urges their co-operation in conserving the fuel supply by trying to "save a shovelful of coal a day, at least."

International Harvester Reports Profit

The International Harvester Company, Chicago, and affiliated companies, motor trucks, wagons, farm implements, kerosene tractors and engines, reports net profits for 1922 of \$5,540,768 after interest, taxes and depreciation, as compared with \$4,149,919 in 1921, \$16,655,353 in 1920, and \$12,608,725 in 1919.

New Publication for Hair- dressers

Barbara Burke's Beauty Journal is the name of a new publication for hairdressers which is being published monthly by Barbara Burke and Associates, New York. Arthur W. Burke is business manager.

Joins Charles C. Green Agency

A. E. Archibald has joined the Charles C. Green Advertising Agency, Inc., New York, as manager of the production department. He was previously with the production departments of the George Batten Company and the J. Walter Thompson Company.

St. Louis "Post-Dispatch" Appoints H. N. Miller

H. N. Miller, until recently with the sales department of the Baker-Vawter Company, Benton Harbor, Mich., has been made manager of the merchandising department of the St. Louis *Post-Dispatch*.

Boyd's Lists

ESTABLISHED 1830

Our Price List AA-53 deserves a permanent place in your records. It gives you the number of people engaged in any business or profession; the number of Residents worth \$5,000, \$50,000, \$100,000, in any state or city. Just ask for a copy on your business stationery.

List Compilers for three-quarters of a century. Addressing. Mailing. Reproduced Letters.

BOYD'S CITY DISPATCH

19-21 Beekman Street
New York City

BRINGING Broadway's spectacular electric sign effects to your dealers' windows can now be done—as many national and local advertisers using Sig-no-Graphs will tell you.

The Sig-no-Graph Co.
1400 S. Michigan Av.
Chicago

Mid-Pacific Traffic —Tourist and Trade

Its Relation to Hawaiian Prosperity

Through Hawaii there is tremendous traffic of two important sorts: Tourist and trade. It is doubtful if any port on earth of comparable size can show both in such proportion.

The favorable balance of trade (profit of Hawaiian industries), exceeding \$100,000,000 yearly, is enhanced by the expenditures of thousands of tourists.

These traffics are reflected in a genuine prosperity that accords prompt support to any meritorious appeal.

Forward-looking American business houses are profiting by this knowledge.

HONOLULU STAR-BULLETIN

REPRESENTATIVES:

ALCORN SEYMOUR CO.
New York, Chicago, St. Louis
M. C. MOGENSEN & CO.
San Francisco, Los Angeles, Seattle

European Sales & Advertising Executive Available

If you're selling European goods or selling goods to Europe, let me give you the right steer on advertising and merchandising.

I know the ropes of export and import trade. I know markets and how to get in with both feet. As European Advertising Manager of one of America's largest corporations, I put over two of the biggest successes in years.

Six years learning how with leading American advertising agencies. Two years in Europe proving that American methods with the right localized touch go big. Age 35, fluent linguist, widely traveled. Now earning \$10,000 yearly. Address "K. G." Box 107, care of Printers' Ink.

Congoleum Further Identifies Its Product

The Congoleum Company, Inc., maker of "Gold Seal Congoleum" floor coverings, in its advertising to dealers, states that in addition to the protection of paper tape folded over the edges and held by Congoleum gold seals, the tape will hereafter be printed on both sides with a facsimile of the seal and the regular trade-mark lettering, thus further identifying a product which the consumer will recognize as nationally advertised in colors.

Studebaker Plans Campaign in Magazines

The Studebaker Corporation, South Bend, Ind., will advertise Studebaker automobiles in national monthly magazines starting with April issues. Canadian magazines and farm papers also will be used. The present campaign in daily and weekly newspapers will be continued. The account is handled by the advertising agency of Dorrance, Sullivan & Company.

Swedish Exposition Being Nationally Advertised

Newspapers and magazines are being used in this country to advertise the tricentennial exposition which will be held at Gothenburg, Sweden, in celebration of the founding of that city three hundred years ago. This advertising is under the direction of the Wendell P. Colton Company, New York advertising agency.

Changes Name to That of Advertised Products

The name of the National Chemical Products Company, Philadelphia, manufacturer of roofing materials, has been changed to the Hirsch Roofing Compound Company, so that the organization may be identified with its advertised products, which are sold under the name of Hirsch Compounds.

Charles Marcey Joins Berg Publications

Charles Marcey has been appointed Northwestern manager, covering Washington and Oregon, of the Berg publications—the *Furniture Reporter* and the *Pacific Furniture Trade*. Mr. Marcey was formerly with the San Francisco *Bulletin*.

G. N. Gundersen Joins New York "Evening Telegram"

Gilbert N. Gundersen has been appointed classified advertising manager of the New York *Evening Telegram*. Mr. Gundersen recently occupied a similar position with the *Baltimore News* and *American*. He has also been with the *St. Paul Dispatch* and *Pioneer Press*.

To Publisher Members of the A. B. C.

The fact that you have seen fit to join the Audit Bureau of Circulations has a certain significance.

For one thing, it shows that you believe in selling space on the basis of circulation—how much and how secured.

It is a poor rule that does not work both ways—so when you buy space, you also want to know how much and how secured.

PRINTERS' INK'S Audit for last year is now available and copies may be had on request.

Our advertising rate remains the same as four years ago (June, 1919), \$100 per page. But the rate per page per thousand has decreased 32% as shown below:

<i>Date</i>	<i>Rate Per Page</i>	<i>Edition</i>	<i>Rate Per Page Per M</i>
Jan. 2, 1919	\$ 90.00	12,614	\$7.14
Jan. 3, 1920	100.00	18,300	5.46
Jan. 6, 1921	100.00	18,700	5.34
Jan. 5, 1922	100.00	19,586	5.10
Mar. 1, 1923	100.00	20,600	4.85

We welcome inquiries from publishers who apply the A. B. C. standard to their own buying. "How much have you? How did you get it? Where does it go?"

PRINTERS' INK PUBLISHING COMPANY
185 MADISON AVENUE, NEW YORK

Most Quoted

- . During 1922 The Brooklyn Eagle was quoted *more times* in the Literary Digest than any paper in *America*, excluding Manhattan papers.

O'Mara & Ormsbee
Representatives

Member
A. B. C.

A Far-Visioned Advertiser Creates Fashions in Glasses

(Continued from page 6)

quite content to work with a field of 25,000,000 to 30,000,000 adult Americans who wear glasses—more or less constantly. These divide almost evenly between the sexes. Allowing that a great many men will continue to manage with a single pair of "specs"—making exceptions, of course, for enthusiastic golfers, motorists and the like, and the small group of precise and meticulous male dressers—there still remains the fashion psychology of nearly 15,000,000 women with which to reckon.

Shur-on proceeds to teach these that three pairs of glasses are the minimum for the smart woman who is really dependent most of the time upon her lenses—but that four are the correct equipment for all the complicated phases of her modern social life. Two of these last are in nose-piece eyeglasses, the other two in spectacles which fit closely to the face and are fastened the old-fashioned way, behind the ears. One pair of each of these divisions is in shell mountings; the other, the so-called "frameless" sort.

So behold my lady of fashion, in the morning in her big shell "specs," fixed and comfortable and dignified, lending a certain dash or flare to her tailor-made costume, in which she goes shopping or to the golf-course. For luncheon she may doff her "specs" and don her trig shell-rimmed nose-glasses; for the afternoon of calling or the matinee, or even the informal evening, she dons spectacles once again; only this time of the "frameless" sort, reasonably inconspicuous, but fixed and extremely comfortable to wear. For the evening she dons the most delicate of "frameless" eyeglasses with nose-piece of white gold. These last to her are as a man's swallow-tail and white vest; or milady's most formal ball-gown.

This, then, is the spectacle

Ask These Folks About Pictorial Printing

THE fact that we are producing direct advertising for firms like Mallinson, International Motor, Handee, Nelson Doubleday, Art Metal, Winchester and many more equally prominent is evidence of the productive power of Pictorial Printing.

If you produce direct advertising in quantity you should know more about our service—from the idea to the finished job. One of our advertising salesmen will call on you at your convenience—or we'll send details by mail.

ART GRAVURE CORPORATION

**ART
GRAVURE**
Pictorial Printing

NEW YORK, CLEVELAND
406 WEST 31ST ST. PLAIN DEALER BLDG.

Getting Student Trade Is Mainly a Matter of Knowing How

We believe we have the greatest specialized knowledge of the vast student buying power to be found anywhere. Ask us anything you want to know about the College or High School Fields.

Ask for the COLLEGIATE SALESMAN, describing all our activities and listing all student papers.
Established 1913

USA

**COLLEGIATE SPECIAL
ADVERTISING AGENCY, Inc.**

503 5th Avenue, New York City
110 S. Wabash Avenue, Chicago

Advertising Salesman and Manager

Salesman

8 years' successful space selling experience in both newspaper and trade-paper field. Splendid record of business written.

Manager

Has trained salesman, kept all department records, handled promotion work and all necessary correspondence. Capable assuming full responsibility.

Have you an opening on your advertising staff for a serious, resourceful, hard-hitting salesman or manager? I want to connect with a growing publication where intensive constructive effort will lead to increased responsibilities and compensation. Age 31; highest credentials.

Address "J. F.," Box 106, care of Printers' Ink.

Publication Advertising Manager Available After April 10th

This man has had twelve years' actual soliciting and directing experience. He has never lost a connection through inability and has been advertising manager of newspapers, Western Manager of the biggest Special Representative, etc., etc.

Now, because of conditions beyond his control, he leaves his present connection and hopes to make another which will be more satisfactory than the present one with either a newspaper or magazine.

He will be pleased to reply to inquiries either by letter or in person.

Address "L. H.," Box 108, care Printers' Ink.

P. S. He might even be interested in buying an interest in a publication with which his future would be assured.

schedule for the day—subject to many variations to be sure—but a schedule already given a social visé. It may seem absurd, but it is not. American women are beginning to follow it. If you do not believe it, look about you a little. And then decide if there is not a real future for the spectacle trade.

WINDOW DISPLAY IS STRESSED

Shur-on lays a great deal of stress upon window display. In fact, it has pioneered and specialized in this form of appeal for selling glasses—and despite a sort of inherent aversion on the part of many opticians to any advertising display whatsoever in their windows. From a fairly vague and rough beginning in December, 1921, it standardized this method of advertising; providing a neat gold-leaved triple frame—large enough to catch the eye of the passerby, and yet not large enough or flamboyant enough to be disagreeably obtrusive in the window. For this triple frame the optical company furnishes three new placards each month; generally portrait heads—photographs in half-tone reproduction—actual reproductions from the magazine copy—displaying its product. Women predominate. Have we not just seen that they offer by far the larger opportunity for "style in glasses"?

For this service Shur-on charges a fee of five dollars a year for rental of the frame and the twelve changes in pictures for its panels. At the outset it recognized that this was to be a difficult business—opticians, at the best not favorable to window display, as a rule, were known to be tremendously gunshy of buying any display appurtenances for street display. Shur-on ordered five hundred of the frames—not without some misgivings. Up to the present time it has placed more than 1,760 of them. Any previous haphazard efforts at window display co-operation on the part of the dealers were as nothing compared with the reaction which already has come from this systematic and

**PAPER
INDUSTRIES
EXPOSITION
GRAND CENTRAL
PALACE
NEW YORK
Week of APRIL 9th
1923**

What paper shall I use for—

THIS BOOKLET
THIS CATALOGUE
THIS CONTAINER



THIS HOUSE-ORGAN
THIS BROADSIDE
THIS MAILING CARD

WHAT coated papers fold the best?
What bond papers take halftones well?
What paper stocks make good containers?
When is a dull finish coated stock desirable?
These are only a few of the many questions about paper that constantly confront advertising men and business executives—questions that will be solved for you by a visit to the Paper Industries Exposition. Get the very latest information on the particular subject you are interested in from the paper makers and paper merchants who are exhibiting.

An interesting Educational Program every day

Are You Getting Your Share of Business in New England?

New England is one of the most important markets in the country.

It is prosperous. With a population of only seven per cent of the country, New England, in 1920 made ten per cent of the total individual income tax returns, reporting ten per cent of the country's income.

Its cities are close together. This makes New England a territory your salesman can cover quickly and at minimum expense.

There are 5,656,289 New Englanders (not counting illiterates and children who are under ten years of age) who can be appealed to by the written word through newspaper advertising.

New England consumers as well as dealers are most receptive to advertising.

Develop this prosperous and responsive market by using the home daily newspapers. They give a wide coverage at a comparatively small cost.

WORCESTER, MASS. TELEGRAM GAZETTE
Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES
Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM
Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES
Daily Circulation 45,229 A. B. C.—3c copy
Population 138,036, with suburbs 373,000

NEW HAVEN, CT., REGISTER
Daily and Sunday Cir., 34,427 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)
Daily Cir. over 10,829 A. B. C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS
Daily Circulation 26,294 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BROCKTON, MASS., ENTERPRISE
Daily Circulation 21,219 P. O.—2c copy
Population 67,000, with suburbs 100,000

MERIDEN, CONN., RECORD
Daily Circulation 6,699 A. B. C.—3c copy
Population 37,739, with suburbs 60,000

BURLINGTON, VT., FREE PRESS
Daily Circulation 11,459 P. O.
Population 22,779, with suburbs 40,000

FITCHBURG, MASS., SENTINEL
Net Paid Circulation 10,660 A. B. C.
Population 179,754, with suburbs 250,000

LYNN, MASS., ITEM
Daily Circulation 16,132 A. B. C.—3c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY
Daily Circulation 31,489 A. B. C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS
Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION
Daily Circulation 72,552 P. O.
Population 129,563, with suburbs 250,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

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carefully planned effort.

"People stop and look at the pictures," wrote one optician, "then come in and ask for that Shur-on 23-24 that they just saw advertised in my windows...."

Others write after this fashion:

"First year's service was great. ... Best V-spot spent for a long time. ... This seems to be one of the best things we have ever had. ... I have increased my optical business with them. ..."

One of the best side-features of the window display is that it gives the Shur-on salesman a rather natural and easy and attractive method of approach to the dealer prospect. In spectacle and eyeglass frames there is, at the best, a rather limited variety. While novelties can be created—and all the while are being created—in the line, the average spectacle wearer is apt to fight rather shy of them. The process of education is not a quick one. But a sample triple-window-frame in the portfolio of the salesman has a tremendous appeal. Shur-on knows this through experience. And has not hesitated to take advantage of it.

Despite this very thing that I have just stated—the static reluctance of the average wearer of eyeglasses to experiment very much in new devices—Shur-on has not as yet more than scratched the surface of its potential opportunities. Modern life has doomed us to be a nation of eyeglass wearers—apparently in greater and greater degree all the while. The shrewd manufacturer or merchant who sees a slow but inevitable change coming in the social life of a great nation and who can accommodate his business to meet the necessities of that change, needs no glasses—not at least to correct short-sightedness. He is far visioned. And capitalizes his vision.

New Appointment for Howland & Howland

Howland and Howland, New York and Chicago, have been appointed national advertising representatives of the West Chester, Pa., *Daily Local News*.

PORTLAND, MAINE

Our house-to-house canvass made not long ago discloses that (more than)

**Two-thirds of
City-of-Portland
people take the
"Evening Express"**

EXCLUSIVELY!

And, of the remaining 33 $\frac{1}{3}$ per cent nearly **NINETY PER CENT** also **TAKE** the **"EXPRESS"** in addition to the other daily taken! This indicates about a

97% Coverage!

"A Truly Remarkable Coverage!"

Portland Express

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

Reaching the Men in charge
in Russia and Thousands of
Russian Sympathisers
in America

**SOVIET RUSSIA
PICTORIAL**

A Graphic Monthly Review
of Russian Affairs
(in English)

Circulated in the United States,
Canada and Soviet Russia.

Advertising Rates on Request.

Address:
Room 31, 201 W. 13th St.
New York City

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS
Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK
CITY. President and Secretary, J. I. ROMER.
Vice-President, R. W. LAWRENCE. Treasurer,
DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S.
Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 704 Walton Building
Geo. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building,
A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building,
M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto,
H. M. TANDY, Manager.

Issued Thursdays. Three dollars a year, \$1.50
for six months. Ten cents a copy. Foreign
Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50;
quarter page, \$25; one inch, minimum \$7.70.
Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
ROBERT W. PALMER, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
ALBERT E. HAASE, News Editor

EDITORIAL STAFF:

Roland Cole E. B. Weiss
C. B. Larrabee Bernard A. Grimes

Chicago: G. A. Nichols
D. M. Hubbard
London: Thomas Russell

NEW YORK, MARCH 22, 1923

Advertising the Country's Largest City

The greater City of New York will celebrate its twenty-fifth anniversary in May. Rodman Wanamaker, son of the late John Wanamaker, chairman of the mayor's committee, has asked the Board of Aldermen to issue \$400,000 in revenue bonds. He wants this appropriation "to bring forcibly to the public view the progress in municipal government in the past quarter of a century."

Many big cities have advertised to acquaint their citizens and the country at large, with their progress and opportunities. There is much good advertising talent in New York. Much could be accomplished with a \$400,000 appropriation. The official request of the chairman states "to prepare an educational exposition of the character and dignity befitting the

municipal government will require very serious thought and will demand considerable money." The itemized budget follows closely his statement about the requirement for serious thought. Here are some of the items quoted almost at random:

Guests — (Distinguished guests, entertainment and hospitality; banquets, hotel expenses, automobiles, badges, tours of the city, menus, souvenirs, etc.)... \$35,000
Parade, City Employees—(Floats and novelties, banners, flags, music, costumes, signs, committee badges, bunting, attendants, grandstand, etc.)... \$50,000
Fireworks Display..... \$20,000
Medals \$25,000
Advertising (Post Office dies to cancel all of the 8,000,000 letters sent out of New York daily for thirty days before the celebration and during the month of exposition. Newspapers, magazines, privileges for signs, radio announcements, lantern slides, etc.)... \$16,500

Other expenses noted in the extensive list are: One of \$25,000 for booths at the Grand Central Palace; another of \$10,000 for decorations there, and still another larger item of \$100,000 for departmental exhibits.

At the risk of seeming to be unkind of the undoubtedly stimulating effects of entertaining guests, or watching fireworks and parades, we suggest that "to bring forcibly to the public view the progress in municipal government in the past quarter of a century," advertising is as effective as the above items and also compares favorably with medals and decorations or athletic events for which \$20,000 is asked. For an employees' picnic or an Italian Saint's day there is nothing nicer than a pyrotechnic display of roaring and piquant pinwheels. As to showing municipal achievements we're not so sure. For after all, fireworks go up in the air while newspapers go into the home. The progress of municipal government is so much more difficult to show in fireworks than in newspaper copy. With the dies to cancel stamps and the lantern slides and the radio announcements, it is difficult to estimate now how much would be left out of the advertis-

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ing appropriation for newspaper advertising. Yet fireworks get \$20,000 all by themselves, while newspapers get the minor sum of \$16,500.

A great city and its accomplishments, it would seem, offer a selling problem not unlike that of a great department store, which must get across to its customers the personality behind the institution. In this endeavor the great Wanamaker stores have been eminently successful. Newspaper advertising has been one of the greatest single factors in department store success, and this is particularly true of the Wanamaker stores. Mr. Wanamaker wants more money for fireworks than for all forms of advertising, to promote the idea of progress in municipal government in the country's largest city. We should hate, however, to take on the job of selling him fireworks as a substitute for the interesting newspaper advertising of his eminently successful department stores.

Lord Carnarvons of Industry

Like the native bearers at Luxor who walk up carefully from the dark tomb of the Pharaohs, bearing an ebony box filled with priceless treasure, new ideas and advertising are continually dragging mummified products from their dusty neglect and elevating them to the attention of a purchasing public. The humble wire stake dragged from the dark obscurity of being a neglected specialty in the Frost-Superior Fence Company became a "Vegetable Crutch," a real leader which lent itself to unusual copy treatment; a favorably known support for plants that were weak in the knees. This recent example adds one more to the list of products that have been brought from obscurity and made profitable leaders.

S. C. Johnson & Son were successful makers of floorings. Floor finishes were an insignificant sideline, added as an afterthought. But the firm felt the need of a quick-repeating specialty that could be advertised to the con-

sumer. Hardwood flooring fell short of this specification. The sideline was advertised to the consumer, and Johnson's Prepared Wax soon ran away with the business. A business of more than a million a year was built up on the neglected specialty, from a working capital of \$5,000—the surplus from the flooring business.

Hires root beer, with sales today in excess of \$5,000,000 a year, started as an obscure sideline in a little drugstore.

The Atlas Preservative Co. made a paint and a boiler compound. The business had been founded by a New Zealand ranchman who had worked out a formula to kill weeds. The company found itself with 1,000 drums of a mummified product on its hands. It was too busy selling paints and the boiler compound to pay much attention to the weed killer. But storage room was needed and it looked as if the big supply of the neglected product would remain around the premises always unless something was done about it. So a new package was worked out, and \$750 appropriated for advertising to drag this unsalable and neglected product to the light of day. The most neglected product of the company became the most profitable, and railroads with a problem of destroying weeds along the right-of-way were discovered as a big and profitable market.

Three-in-One oil was once a neglected by-product in a varnish factory. Mazola and Wesson oil were by-products of no value. Advertising dragged them from the tomb of waste and turned them into profitable and useful products.

Sometimes it is a new copy angle or an idea like adding a bulge to a drinking-glass, a new color to a camera-box or putting the product in a new package that lifts the product from obscurity to the light of sales. The manufacturing world is full of mummified products with big potential sales possibilities. They are seldom thought of as possible leaders. Sometimes they are scarcely thought of at all.

Scores of such products challenge the attention of the Lord Carnarvons of industry. In the modern tombs of neglect and forgetfulness are buried some of the big and nationally known leader-products of tomorrow.

And the rewards of explorers are great.

When Customers Become Competitors

An article in last week's issue of **PRINTERS' INK** told of a new purpose to which advertising is being put. It related how advertising is being used to further the cause of the co-operative buying movement among farmers. This movement has grown to surprising proportions, and advertising has at least been a factor in this growth.

The interesting thing about it is that advertising is being employed in this respect not merely for propaganda purposes but to popularize the brands of goods which the farmers are being asked to buy co-operatively. It is being employed to familiarize farmers with brands, formulæ, ideals and uses, just as in any manufacturer's advertising.

In New Jersey eight co-operative farm associations recently voted to pool their buying. The pool is to be known as the New Jersey Farmers' Co-operative Purchasing Association. The member associations last year bought \$600,000 worth of farm supplies co-operatively. The total purchasing power of the individual members of the association is \$2,500,000 annually. It is the plan of this proposed body to operate on much the same plan as the Grange-League Federation, of New York State, which was described in last week's **PRINTERS' INK**. Seed, feed, fertilizer, twine and perhaps machinery will be handled.

In New England, the Eastern States Agricultural and Industrial League operates the Eastern States Farmers' Exchange. The league has recently completed its most successful year. The exchange part of it handled 2,200 carloads of commodities. It promoted a 30,000-ton dairy feed pool

and a 10,500-ton fertilizer pool.

An interesting feature of this New England venture is that city business men are among its directors. It is they who helped to finance this large scale buying. Through their assistance the banks of the section financed the buying over a period of six months.

Similar developments are going on all over the country. It proves our contention that the movement has grown to sizable proportions. Those who wish to be posted on marketing progress had better keep their eyes on this new phase of agricultural co-operation.

Advertising and Unknown Outlets

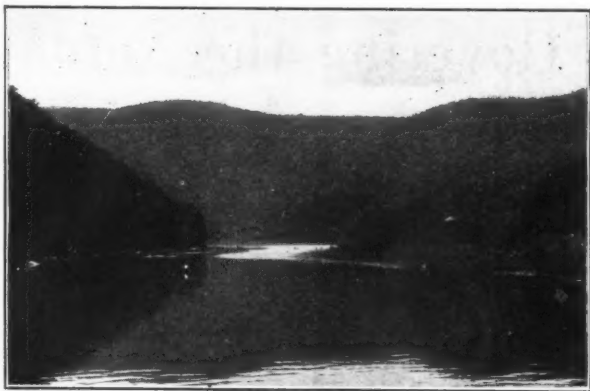
One of the natural results of the Harley-Davidson Motor Company's recent campaign to sell motorcycles to farmers has been the opening of many accounts with dealers in the smaller towns.

Another result, complimentary but not so obvious, has been the discovery of several new outlets. For instance, in one small town the local agent is a druggist. In other towns the company is finding its product sold through equally unexpected channels.

The company is merely duplicating the experience of other manufacturers who have started aggressive advertising campaigns in new fields. If the advertising is good advertising it creates a demand that soon begins to make itself felt.

Prospects in towns where the product has never been sold before begin to demand it of local dealers in several lines. Progressive dealers who understand the effect of advertising, sense the coming of demand and stock up, whether the particular product fits their line or not—so long as they feel they can sell it at a profit.

One of the big services of advertising as an economic force has been this service of uncovering new outlets for old products. Where manufacturers have gone out definitely to open new markets through advertising they have found the results pleasantly astonishing.



this summer!

there will be approximately 450,000 registered Boy Scouts, with 60,000 scoutmasters and assistant scoutmasters, a total of 510,000—the greatest number the organization has ever had. This increase will come because of a definite effort now being made to increase the membership. As a result of this growth more Scouts will be in camp and on hikes than in any previous year. They must be supplied with foodstuffs, confections and the many necessary items of camping equipment.

Manufacturers of these products can reach every Scout Troop in this country and thousands of individual boys through **BOYS' LIFE**, The Boy Scouts' Magazine. The next five issues will be largely devoted to out-of-door life with special emphasis on the necessity of adequate preparation for camping and hiking. Advertising in the May, June, July, August and September issues will cover the out-of-door season.

Forms for May close March 25th

Forms for June close April 25th

BOYS' LIFE
THE BOY SCOUTS' MAGAZINE

200 Fifth Ave. 1014 Union Bank Bldg. 203 So. Dearborn St.
New York, N. Y. Los Angeles, Cal. Chicago, Ill.

Covering the Actual Buyers of Advertising from Every Angle



The advertising of the Aunt Jemima Mills Company is handled by J. Walter Thompson Company. The PRINTERS' INK Publications give a complete coverage of both advertiser and agency.

The following individuals of the Aunt Jemima Mills Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

Name	Title	Weekly	Monthly
Robert R. Clark	President	Yes	Yes
E. P. Johnson	Sales Mgr.	"	"
Geo. Smith	Sales Mgr.	"	"
A. M. Lawrence	Chief Clerk		
	Pack. Sales Dept.	"	"
H. W. Tilden	Asst. Secretary		
	(Asst. to President)	"	"

*Information furnished by Aunt Jemima Mills Company.

PRINTERS' INK

N. Y., March 2, 1923.

185 Madison Avenue, N. Y.

GENTLEMEN:

We have just completed a check of the number of readers of *PRINTERS' INK* and *PRINTERS' INK MONTHLY* in the various offices of J. Walter Thompson Company in the United States. We find that there are 104 readers of *PRINTERS' INK* (Weekly) and 58 readers of *PRINTERS' INK MONTHLY*.

J. WALTER THOMPSON CO.

PRINTERS' INK

A Journal for Advertisers
Established 1888 by GEORGE F. ROWELL

March 8, edition
20,600 copies

PRINTERS' INK MONTHLY

An Illustrated Magazine of Advertising, Sales and Marketing

March edition
15,600 copies

THE PRINTERS' INK PUBLICATIONS

The Little Schoolmaster's Classroom

A CERTAIN sales manager was trying to impress his men with an old lesson without raking over the same old ground. The lesson was the ancient one that sales increase in proportion to the number of calls made; the occasion was the monthly meeting of the sales force.

While waiting for the meeting to start various salesmen had been talking about prospects in their field. One man had been talking about the big doctor's bills he had just paid. This gave the sales manager a cue. He did a little quick figuring, and when the meeting started said: "I just heard Joe kicking about his doctor's bills. Doctors seem to make a lot of money from what we all pay them. But here are Joe's figures for last year. He made 1,200 calls; he received \$6,000 in commissions. That's an average of \$5 remuneration from each call. The average doctor earns about \$2.50 per call.

"There is a good percentage in favor of the automobile salesman. Here's another point. The doctor can go only when he's asked to call; there is no such limit against a salesman's efforts. His calls are limited only by his ability to keep everlastingly at it. Isn't it funny when we all know this so well that a lot of us will waste time puttering around the office in the morning when we could be out on the job making interviews, each one of them worth \$5? The law of averages is always working in favor of the man who makes the calls, and the more calls made the better interviews will result—the more selling, the more orders, the more commissions."

* * *

A recent business paper advertisement of John Lucas & Company asks: "What Is the Seventy-Five Per Cent Market?" and then offers this definition: "It's simply the sales possibilities in the paint and varnish field outside your

store. Sales inside the store average around 25 per cent of the actual business that may be had."

Perhaps these figures will cause no astonishment to those in the industry. Very likely paint and varnish dealers have always realized that the customers who actually walked into their stores represented only one-quarter of the sales possibilities. The statistics interested the Schoolmaster, however, since they indicated a situation which, while it is not at all uncommon, is not generally known and understood.

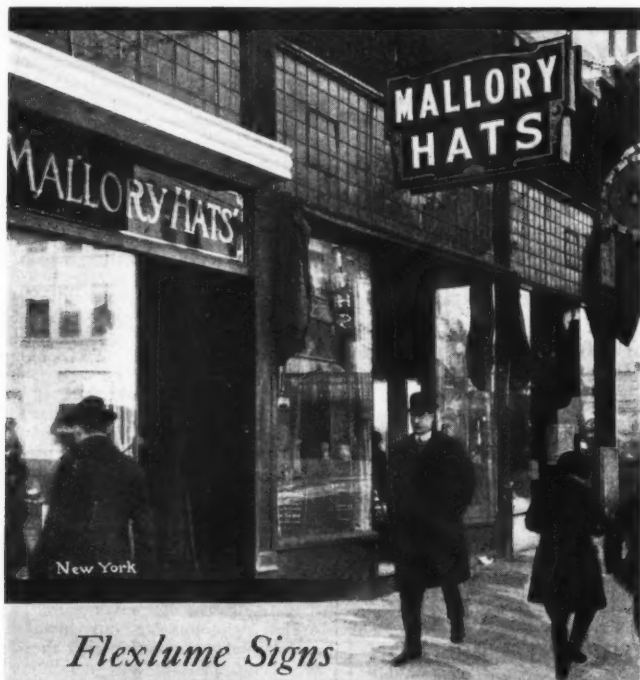
Manufacturers in other fields could well afford to investigate and determine accurately the amount of business that is being lost by dealers who make no effort to secure orders outside of the store. Some will find that 99 per cent of their sales originate in their dealers' stores. Others, though, will be quite surprised to discover the number of potential orders which are literally slipping through their fingers due to dealer lethargy.

Of course merely to secure the information is not going to be of any benefit. If an untapped market is disclosed it is then time to originate some such plan as that employed by John Lucas & Company, which has for its purpose helping retailers to locate and sell these prospects who are ready to buy but will not enter the store voluntarily.

* * *

Old Man Specific has evidently been doing some work in the Capital City of New Jersey. It looks as though he has been coaching the Chamber of Commerce or whatever body it is that attends to the advertising of that municipality. Along the right-of-way of the railroads approaching that city there are bulletin-boards announcing that "Trenton has 168 industries."

The Schoolmaster regards that as splendid outdoor copy for a



Flexlume Signs Remind Them

YOUR advertising tells people about your product, but is there anything to tell them exactly where it can be bought.

That is the job hundreds of national advertisers are giving Flexlume Electric Signs. They dominate the store front, "tie" the national campaign right up to the dealers' doors.

It will surprise you to know how low priced Flexlumes are when bought in quantities. Tell us something of your particular needs so that we can submit sketches and prices.

FLEXLUME CORPORATION

32 Kail Street

BUFFALO, N.Y.



Wanted— Originality!

Young man, Christian, 20-25, with ability to devise new angles and ideas for diversified advertising, make layouts, write copy, help with research work and assist in editing house organ.

Must be self-starting when work is assigned but also willing to follow out the ideas of others.

Opportunity for responsibility. Salary measured by services. Big New York agency of exclusive nature.

Give full details in first letter, particularly regarding experience and work already produced.

Address "G. D.," Box 104, care Printers' Ink.

THE HOTEL BULLETIN

A monthly hotel magazine with a national distribution.

Purchasing power of readers is many millions.

Best producer in the hotel field.

Agency business solicited.

BEN. P. BRANHAM, Editor
951-957 Insurance Exch., Chicago

"Greatest Lumber
Newspaper on
Earth."

American Lumberman
Published
in CHICAGO
—Read wherever
lumber is cut or sold.
Member A. B. C.

PETROLEUM AGE

"Its readers are leaders." Let us show you how we reach the "men who count," in the purchase of oil producing, refining and marketing equipment.

28 E. Jackson Blvd., Chicago
Eastern Office—56 W. 54th St., New York City
Member A.B.C.

city. Every well-informed person knows that Trenton is an enterprising city and that it is the home of several nationally advertised products, but it will undoubtedly come as a surprise to most readers of the Classroom to learn that it has 168 industries.

Community advertisers, as a rule, are inclined to take too much for granted. They assume that the readers of their copy know things about the locality which they know. This is rarely true. Emphasizing the obvious nearly always makes good advertising. What is obvious to the citizen of the place may not be so obvious to the outsider.

* * *

For several years there was a sign over the Hudson River docks at Yonkers, N. Y., which shouted to river travelers that "Yonkers has a population of 90,000." Most persons read that sign with astonishment. "I had no idea Yonkers is so large," was a common remark. (It is much larger now.) Who can say that wasn't good advertising for the city?

The Schoolmaster has always entertained a conviction that there are facts, prosaic and commonplace enough to those who deal with them every day, about every enterprise, be it a municipality, an educational institution or commercial business, that will be of interest to those outside of the enterprise. These facts are an inexhaustible source of advertising copy.

* * *

The Schoolmaster dropped in to see the head of a very large and well-advertised watch business a few days ago.

A short wait was necessary because, it was explained, a large and successful retailer was just leaving. He had come some seven hundred miles to the factory and had spent more than two hours trying to persuade the manufacturer to sell him a line of watches.

There were several good lessons for the Class in the arguments advanced on each side of the question. But one big question remained uppermost in the School-

For Advertising and Sales Managers

Reduce Your Selling Costs

By using Direct-Mail—letters, folders, booklets, house magazines—to get orders or make it easy for salesmen to get them. **POSTAGE BUSINESS MAGAZINE** is the monthly magazine of Direct-Mail Advertising and Selling. \$2.00 a year. Current number, 50c; or \$1.00 for 6 months' trial subscription.

POSTAGE

18 East 18th St., New York

Increase Your Advertising Returns

NATIONAL ADVERTISING MAGAZINE tells how to spend advertising money to the best advantage in newspapers, magazines, farm and trade papers. Analyzes media. Criticizes advertisements. Monthly. One year, \$3.00; Six months, \$2.00. Current number, 50c; or \$1.00 for 3 months' trial subscription.

NATIONAL ADVERTISING

18 East 18th St., New York

PRACTICAL pharmacy is only one of the many important departments to be found in **DRUGGISTS' WEEKLY** each week. The best and biggest buyers from coast to coast in Canada are regular readers of **DRUGGISTS' WEEKLY**, the only A.B.C. drug publication in Canada.

Druggists' Weekly A.B.C.

143-153 University Ave., Toronto, Can.

Wanted—a "big time" account executive

A human fellow, so well rounded that he can "contact," sell, or write equally well. A man big enough to play an important part in the counsels of an agency and the formation of the plans of his clients. State salary expected. The position is in an Eastern city.

Address "E. B.," Box 102
Care of Printers' Ink

SALES PROMOTION and ADVERTISING MANAGER

will be available March 30, to an agency or manufacturer who wants a clean-cut, energetic young man of ability. This year he has produced two complete campaigns that have tripled volume of business over the first three months of any previous year for the company with whom he is employed, Protestant. College graduate. Single. Excellent reasons for changing.

Address "H. E.," Box 105, Care of Printers' Ink

ADVERTISING and SELLING

The most rewarding opportunity in the business field for young men and young women who are TRAINED. Free prospectus of a thorough training to you if you will ask for it. Address

Instructor in Advertising and Selling
BRYANT & STRATTON COLLEGE

Buffalo, New York

FOURTEEN POINTS POINT FOURTEEN

CONTACTS—That is the whole story. The right man and the right opportunity brought together. Just the point of contact you need, whether you want a good man, or a new position.

ROBNETT-HONES, Inc.

Personalized Vocational Service

20 W. Jackson Blvd., Chicago, Ill.

Sales Promotion Man

seeks constructive opportunity. A keen, active analyst with creative ability. Understands marketing principles and their application. Knows leading electrical, automotive and hardware factors of the U. S. Graduate engineer, age 36. Prefers New York vicinity. Present earnings exceed \$5,000. Address "F. C.," Box 103, P. I.



This emblem is your Protection

Buy your Paper-weights, Knives, Diaries, Calendars and Signs from Association Members.

Consult the Products Information Department
ADVERTISING SPECIALTY ASSOCIATION
208 South La Salle Street, Chicago

ALEXANDER WOLSKY INC.

HOW DO YOU REACH
Markets of 15 MILLION PEOPLE
The FOREIGN LANGUAGE
FIELD OF THE
UNITED STATES

EST. 1895

COMPLETE ADVERTISING SERVICE
ALL LANGUAGES PAPERS

PUBLISHERS REPRESENTATIVES

master's mind and finally popped out. What made this retailer come all the way to the factory on a special trip and spend two hours of his time trying to get this manufacturer to sell him in addition to the already established dealer in the town?

The answer came prompt and convincing. "Before we carried on our extensive consumer advertising we would never have dreamed of a case like this. In fact, we spent many hours worrying about why we couldn't get certain good dealers to see the light and add our lines. Some towns seemed impossible.

"But by means of consistent consumer advertising of the right kind we have built around our line an attractiveness that not only makes it a big and profitable seller but an actual attraction that brings other business to the jeweler. Now we can come pretty close to picking the dealers we want. And it has cut our selling cost tremendously."

Perhaps there is nothing very new about this. Perhaps there are other cases on record. But the Schoolmaster just couldn't help realizing more forcefully than ever the sound value of courageous, well-planned advertising—especially after having recently talked to several manufacturers who were in quite different circumstances and who were a long way from having good dealers travel several hundred miles and spend two hours trying to buy.

* * *

How interesting it is to follow the merchandising ideas which make lagging sales pick up, or create a new consumer zest for a very old type of product. The Schoolmaster is constantly bumping into these innovations.

There are now to be had at golf clubs, railroad stations, drug stores, etc., mints in the shape of tiny corrugated golf balls. They are packed in a rather faithful facsimile of a golf ball, made from some adequate composition. It is difficult to tell them from the real article and the novelty of the idea and the container is

S · ROLAND HALL · EASTON · PENNSYLVANIA

FIRST NATIONAL BANK BUILDING

It takes several fussy looking charts, a \$15,000 salesman and perhaps two vice-presidents, "account executives" or "plan men" to explain the wonderful or novel service system of some advertising agencies.

I smile, because for four years now I have been kept as busy as a bee in my advertising-agency business, using just the simple, earnest, thorough, common-sense methods I used during seventeen years, when I was an advertising man working for one corporation at a time.

And I keep my work desk in a typical American town "two hours away from Broad Street and Broadway." I mix and talk with representative folks.

S. Roland Hall

BETTER LETTERS · BETTER SELLING · BETTER ADVERTISING · BETTER BUSINESS

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

TORONTO
Lumsden Bldg.

LIMITED

MONTREAL
275 Craig St.-W.

COLOR,
PERMANENCE AND
ECONOMY

PAINTED OUTDOOR ADVERTISING

We own and maintain Painted Bulletins
in 137 cities and
towns of Northern N.E.

THE KIMBALL SYSTEM

LOWELL - MASS.

The "CLASSIFIED" Clearing House

NEW YORK · ARKENBERG SPECIAL AGENCY · CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Capital and Capability

Have you a growing business which requires an executive to handle sales promotion and advertising?

A producer with a capital to invest would be an asset.

I can offer satisfactory credentials and live up to these credentials.

Would you be willing to accept me on probation, with the agreement that I be permitted to purchase an interest in your business if I proved an asset?

Write "Producer," Box 101, care of Printers' Ink.

Sales Manager

Capable of building up a sales organization that will hold the business during a period of depression that was enjoyed during the period of prosperity. There is a man available that has demonstrated these qualifications for a well-known industrial corporation with which he is at present connected. Salary \$10,000. Address "D. A.," Box 100, care of Printers' Ink.



Telephone --
Lexington 3729

illustrations
■ designs ~ lettering ■
■ Chas. A. Lohse ■
■ 303 fifth Ave. N.Y. ■

making them sell at a startling rate.

"Old-fashioned lollipops," said a manufacturer to the Schoolmaster, "took a sudden slump, and for no reason which could be assigned. Children just stopped buying them and parents never were very favorably inclined to candy on the end of a stick and the 'sucking process.'"

"We therefore did some experimenting, and two ideas have absolutely brought the lollipop back; one was to manufacture 'baby lollies,' miniature reproductions of the old size, and call attention to them in special boxes.

"Then we turned right around and began making lollipops in giant sizes, just three times the size. Both lines have been big sellers and now we are selling more lollipops than we did before. The public seems to tire of certain set forms of manufacture."

Lowell V. Collins with "The Modern Hospital"

Lowell V. Collins has discontinued the advertising service business, which he conducted at Chicago under his own name, to join *The Modern Hospital* at Chicago as production manager. He was at one time advertising manager of A. C. McClurg Company, also of Chicago.



LOS ANGELES
EVENING HERALD

Los Angeles, Cal.

Is Read In Almost Every Home, Office, Store and Factory in Los Angeles and Suburbs.

For Economical Coverage of The Los Angeles Territory Concentrate Your Advertising in The Evening Herald.

Representatives:

H. W. Moloney, 604 Times Bldg., New York
G. Logan Payne Co., 401 Tower Bldg.,
6 No. Michigan Ave., Chicago
A. J. Norris Hill, 710 Hearst Bldg.,
San Francisco, Cal.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

Classified Advertisements

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

31 W. 49th St.

Sunny parlor floor. Near Fifth Avenue. 750 sq. ft. Immediate possession. Good for publisher. Apply John Martin, 33 W. 49th St.

ADDRESSOGRAPH BARGAIN

Complete outfit foot power two cabinets with 10,000 frames—cost nearly \$500. Moving and will sell at a big bargain. Box 560, care of Printers' Ink.

ASK FOR 25th ANNIVERSARY
Harris-Dibble Company Bulletin of Publishing Properties. 297 Madison Avenue, New York.

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
Conner, Fendler & Co., New York City

PERIODICALS, HOUSE ORGANS, CATALOGS, etc.—First-class work; All service; prices reasonable. Doing printing of this nature but can take on more. City advantages, country prices. 67 miles from N. Y. Stryker Press, Washington, N. J. Phone 100.

SALES-ADVERTISING LITERATURE
Booklets, circular letters, catalogs prepared by Advertising Manager, many years with national advertisers. Thorough knowledge of merchandising methods. Will serve one or two limited advertisers in advisory capacity.

EDWARD FRASER
34 Hampton Place, Brooklyn

ARE YOU LOOKING FOR A PARTNER?

There is an unusual opportunity right now for a thoroughly experienced account executive to join a well-established advertising agency as a partner. Limited investment required as evidence of good faith. Give your qualifications in full. Address Box 521, Printers' Ink.

Opportunity for Small Agency

Are you "chief cook and bottle washer" in a one-man agency? Are you trying to operate on small capital and doing everything yourself, from selling the account to collecting your bills? There is an easy way out.

The advertiser is a Chicago advertising agency seeking sound expansion through affiliation with a smaller agency whose activity is hampered by lack of facilities. To the right man we offer organization, credit, recognition. This is a bona fide proposition of an unusual sort and is not a bid for brokerage business. Write in confidence to Box 541, Printers' Ink.

WANTED

A second-hand Liberty Folder for pamphlet and booklet work.
The Times Company
Bath, Maine

PUBLISHER'S REPRESENTATIVE
for exclusive territory on best mail-order newsstand publication printed. Wonderful opportunity for representatives already established. Write J. J. Harvey, 24 Jackson Ave., Long Island City, N. Y.

BUSINESS MANAGER

Experienced advertising solicitor with capital to invest, would consider purchase of an interest in growing newspaper, which needs advertising and business manager. Must be first paper in city of over 50,000 population. Address Box 532, Printers' Ink.

HELP WANTED

ADVERTISING SOLICITOR

with good record for Special Department. Liberal commission. See R. Calvert, Women's Wear, 8 East 13th Street, New York.

LITHOGRAPHIC SALESMAN, old-established house doing every kind of color and commercial lithographing has an opening for a high-grade salesman. Please address in confidence, Opportunity, Box 523, Printers' Ink.

AN ACCOUNT EXECUTIVE

needs an experienced secretary with initiative. Young man, 25, with 10 years' business experience. 2½ years N. Y. U. student. Now in Advertising Dept. internationally known company. Can write copy. Box 530, Printers' Ink.

Circulation Manager Wanted

Business Paper (monthly) wants young man to promote circulation. One who can plan and execute successful circulation. Campaigns, renewal follow-ups, etc., and can do detail work. Salary moderate to start, but compensation will grow with circulation. Box 522, P. I.

EDITOR WANTED

Excellent future for highly qualified man to edit national monthly devoted to citizenship and discussion of political, economic and social questions. Kindly give your experience and qualifications in detail. All applications will be considered strictly confidential. Address Samuel Adams, 621 Albee Bldg., Washington, D. C.

COPY WRITER

One with agency experience on variety of accounts, who has learned that words will sell and knows how to make them do it. A rapidly growing Montreal agency offers a real opportunity to a man of this type. Give full details, including experience, references, salary, etc., in first letter, and enclose photo. Samples will be returned. Box 526, Printers' Ink.

A small company in the development stage wants a young successful salesman with a knack for detail, executive ability and finances sufficient to acquire an interest, to promote the sale of its product—a candy specialty having unique features. Box 536, Printers' Ink.

Exceptional Opportunity

We are looking for a live salesman between the ages of thirty and thirty-five, familiar with the technicalities of book manufacturing. All inquiries will be held strictly confidential. Address J. F. Tapley Co., Metropolitan Building, Long Island City, N. Y.

ADVERTISING MANAGER for Monthly Business Paper. Must be strong personal salesman as well as organizer and executive and have A-1 record and references as to character and efficiency. Opportunity for part ownership later. All replies in strict confidence. Address Box 533, Printers' Ink.

POSITIONS WANTED

Artist—Lettering, Design and Layout man wishes position in first-class agency. Will consider assistant to art manager, space or any other good proposition. Box 546, Printers' Ink.

11 Years' Experience—Age 27, executive, expert systematizer, sales letters, merchandising ideas, copy, media, research. Have done EVERYTHING. Aggressive, loyal. Box 540, Printers' Ink.

ARTIST—The privilege of an interview will be appreciated to prove my ability in handling your art work, either in a full time or part time position. Box 555, Printers' Ink.

EXPERIENCED MAIL-ORDER SALESMAN

will establish a business on commission. Watches and cigars a specialty. Experienced. Box 551, Printers' Ink.

ASST. TREASURER, Office Manager, 34, sixteen years advertising, printing financial experience. Agency connection as one or both, thorough accountant and executive. Box 542, Printers' Ink.

ARTIST

wants to get in commercial field, all ready for steady job. Experienced in figures, illustrations, landscapes and portraits, water color, pastel and oil. Will submit samples. Box 528, Printers' Ink.

MY FUTURE FOR SALE

I can write put-it-across copy, create ideas, draw up campaigns, merchandising charts, sales promotion plans, etc. Good knowledge of research. Rich experience with national advertiser and agency. Box 548, Printers' Ink.

WIT -I- WITS

plus three years advertising and selling is offered by college graduate, 25 years and single, to agency or advertising department of large concern. Experience includes copy, layout, production and contact. Box 543, Printers' Ink.

Engineer Publicity Man—Experienced writer of copy for trade papers, special magazine articles, editor of house organ. Also interviewing, lecturing, field research. Full or part time. Box 538, Printers' Ink.

NOT A GENIUS, but—

a carking good copy writer and sane, good-tempered executive or contact man. Mature, successful advertising manager. Agency trained. Salary \$5,200. Box 531, Printers' Ink.

Advertising salesman, reliable, national and local experience, wants standard (or other good) advertising or proposition of merit; Philadelphia or Eastern territory; commission basis; good arrangements made; give particulars. Box 527, Printers' Ink.

Young Woman, now secretary in publicity office, who can draw and make lay-outs, and has good publicity and advertising ideas, wishes position in art studio or advertising agency where her combination of talents can be utilized to advantage. College graduate. Agnes Natelson, Room 1018, 9 East 46th Street. Phone Vand. 0963.

SALES PROMOTION MAN

Last three years successfully directing sales and advertising for branch of large newspaper syndicate service. Formerly advertising manager small daily and editor-manager county seat weekly. Constructive thinker; creative, persistent worker; executive training. Age 26. Seeks broader field than present position affords. Box 535, Printers' Ink, Chicago Office.

A YOUNG WOMAN

Versed in every phase of advertising through actually serving in Agency, Magazine and Newspaper offices, desires to make connection where her experience will be valuable. Excellent knowledge of media and sales methods. Capable taking charge of department. Thoroughly qualified secretary. Address Box 539, Printers' Ink.

An Agency With Hardware Accounts

or a hardware manufacturer

can use this man. Six years' experience all phases hardware advertising. Visualizer, prolific idea man, conceives and executes complete campaigns. Now employed. Age 28. College education. Box 550, P. I.

EDITOR (Business Paper)

FLUENT WRITER, technical training, university education. Age 32. Ten years' experience, influential business publications. Capable taking full charge, Editor, Associate Editor, possibly News Reporter, city trade—depending materially upon publication. Practical experience, make-up. Also advertising—copy, layouts, selling space. Advancement opportunity, main desideratum. Striking results shown upon publications served. Prove it? Assuredly! May I? Editor, Box 529, P. I.

Assistant Production Man—Capable of making intelligent layouts. Thorough knowledge of type, cuts, etc. A first-class printer; advertising student. Now in Louisville, Ky. Christian, age 22. Box 534, Printers' Ink.

Advertising Manager and Solicitor: 15 years' trade paper experience as editor, service man, advertising manager and solicitor; age 30; writes copy and knows merchandising; wants to connect with newspaper or trade paper organization where service to clients is or can be made strong factor. Minimum salary, \$65.00. Box 537, Printers' Ink.

TEXTILE ADVERTISING MAN

Here are my qualifications:

1. Thorough knowledge of textile production.
 2. Practical experience in all branches textile merchandising.
 3. Ability to originate advertising plans, write unusually good copy, suggest distinctive layouts, etc.
 4. Good recommendations.
- Have you a place for me?
Box 559, Printers' Ink.

COMPETENT VERSATILE ARTISTIC

Valuable man seeks difficult position requiring ideas, good taste and practical ability. Has served as advertising manager, art director, copywriter and visualizer with manufacturers, agencies and publishers. Understands typography, printing, engraving, technical matters and finance. Box 544, Printers' Ink.

Free Lance Writer

Eight years' experience as Advertising Manager, Copy and Plan Executive of leading agencies. Part or full time. For real selling ability, address

Box 556 Printers' Ink

FOR AN AGENCY TO CONSIDER

I have qualifications that unquestionably fit me for a position as copy writer in an agency.

Selling experience—quick grasp of merchandising problems—originality—excellent sense of balance and color—ability to write colorful, business-producing copy and suggest distinctive layouts.

I am 30 years old—energetic—loyal have good presence and personality. Box 558, Printers' Ink.

Read this

if you are looking for an editorial writer or experienced advertising woman, one who built up an organization around an idea, edited a publicity house organ which paid for itself, besides conducting several merchandise shows. Advertising manager for machine and specialty house many years. Box 553, Printers' Ink.

WE CONNECT THE WIRES

RIGHT HAND MAN for class journal advertising or subscription manager is ready at \$3,000. Over ten years with leading trade magazines, including personal selling, promotion letters, layouts, make-up and publication details. Employer writes: "Have never given him a thing to do that he has not done well." Responsibility is his middle name. Some eastern publisher needs our No. 6314.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L B'LDG., SPRINGFIELD, MASS.

I AM SKILLED in describing the technical product or service so that it is interesting and intelligible to the layman. Engineering education; wide business experience; successful writer of business articles, house organs and advertisements. I will write two or three house organs in the technical field on a part-time or piecework basis. Address Box 524, care of Printers' Ink.

ADVERTISING CONTACT MAN

and account executive wishes position. I have a background of agency experience including what Production Manager should know: writing, planning, also managing art work, directing investigations, layouts, engravings, types, printing. Handled national accounts and developed new business; clear record. Box 525, Printers' Ink.

SALES MANAGER

Available April 1st

A man who knows men and the merchandising of products; ten years experience in Sales and Advertising; 35 years old—young enough for unlimited enthusiasm and initiative; yet with experience enough for exercising seasoned judgment; a college and Business Administration training; a strong capacity for hard intelligent work. I am seeking a man-sized job. Box 557, Printers' Ink.

Advertising-Merchandising Manager

is looking for the sort of business association which will be his life's work. He has specialized in household merchandise for ten years—buying, selling, advertising. He could plan and execute selling campaigns for "ships and shoes and sealing wax," but he has the intensive training and knowledge to put household merchandise over in a big way. Furniture, housefurnishings, cooking and electrical appliances—these things he knows. He is just past thirty—young enough for fresh enthusiasms; old enough to have maturity of judgment and to do his thinking straight. And he knows his job thoroughly—copy, layout, direct-by-mail campaigns, catalogs, printing, engraving, etc. Box 549, P. I.

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Any Live Agency Can Make This Test

A LARGE Eastern agency decided to check up on The Chicago Tribune's claims of dominating influence through the rich corn belt territory outside Chicago.

Without letting The Tribune know of it, a representative was sent to Danville, Illinois, to interview jobbers and dealers. He called on five wholesalers and on eleven retailers in the grocery, drug, furniture, electrical, auto accessory, musical and hardware fields.

He found that every person he interviewed was a regular reader of The Chicago Tribune.

And all but one wholesaler testified to the efficiency of Tribune advertising in moving the merchandise they carried.

There are mighty strong reasons for the fact that The Chicago Tribune carried more Millines of advertising in 1922 than any other publication on earth.

Every man who has to do with the spending of money for advertising should appreciate the potential profits awaiting him in

The Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

Send \$2.00 to the Business Survey, 1711 Tribune Building, Chicago, for "The WGN," a 300-page book fully describing and illustrating this extraordinary newspaper.